Electrical Merchandising

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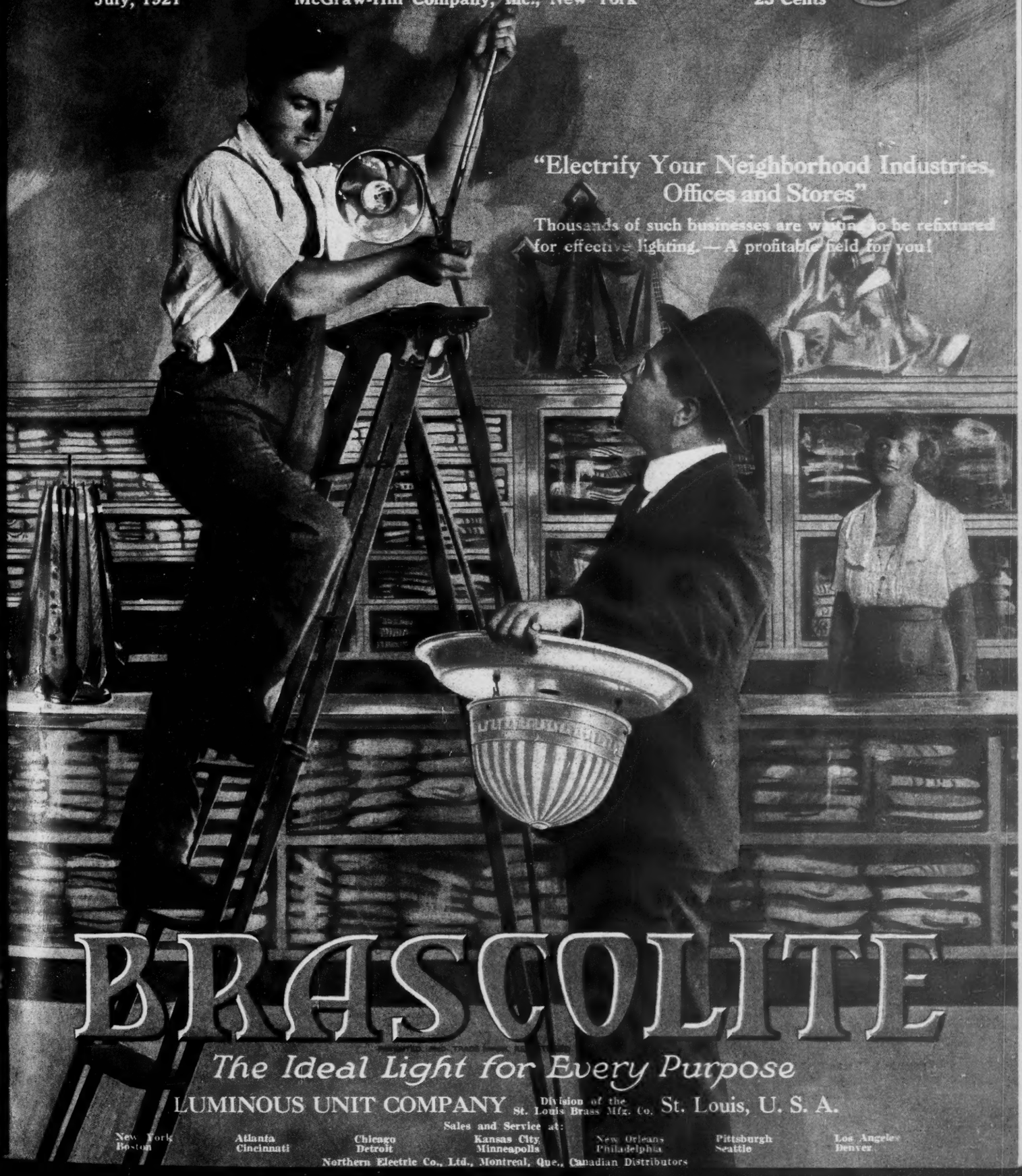
"Electrify Your Neighborhood Industries, Offices and Stores"
Thousands of such businesses are waiting to be refixtured for effective lighting.—A profitable field for you!
BRASCOLITE
The Ideal Light for Every Purpose
LUMINOUS UNIT COMPANY Division of the St. Louis Brass Mfg. Co. St. Louis, U. S. A.
Sales and Service at:
New York Boston
Atlanta Cincinnati
Chicago Detroit
Kansas City Minneapolis
New Orleans Philadelphia
Pittsburgh Seattle
Los Angeles Denver
Northern Electric Co., Ltd., Montreal, Que., Canadian Distributors

THE GREAT THINGS OF LIFE—CHUMS

This is a reproduction of the Edison MAZDA Lamp advertisement to appear in The Saturday Evening Post of August 6th. Its appearance in colors will depend upon a settlement of the labor difficulties in that portion of the Post's plant devoted to color printing.

This is the seventh of a series, illustrating "The Great Things of Life," painted by Elizabeth Shippen Green. *© E.L.W. of G.E. Co.*

That good old chum—a good light

IS YOUR home the kind of a home to which boys and girls like to come? Does it radiate friendliness and comfort and cheer? Or is it forbidding and dark?

There is magic in the change that Edison MAZDA Lamps can work if you give them a proper chance. Youth loves to go where welcome glows; the best three chums in all the world are *he* and *she* and a good friendly light.

GO OVER your house this summer and put in the new sockets you need; then go to the dealer in your neighborhood and ask not for "new bulbs" or "new lamps" but for Edison MAZDA Lamps.

When you buy them by name, you are sure you are buying the best lamp that Science has thus far developed; and when MAZDA Service, centered in the Research Laboratories of the General Electric Company develops a better lamp, that, too, will bear the trade mark Edison MAZDA.

EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

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Electrical Merchandising

Volume 26 — The Monthly Magazine of the Electrical Trade — Number 1.

July, 1921

Talk It Over with the Credit Manager

An open letter to ten thousand electrical contractors and dealers

By the Business Manager of Electrical Merchandising

Mr. Electrical Contractor or Dealer:

Dear Sir:—Business failures, in many lines, in spite of slowly improving business conditions, continue large. How to finance a business seems to be just as difficult a problem as ever, and failure to handle credits and finances wisely still works its havoc among business concerns, especially the smaller ones. So I'm wondering whether you, Mr. Electrical Contractor-Dealer, are lying awake nights wondering just how you are going to work out your credit and financial problem. If so, let me urge you to talk it over at once with the biggest and brainiest electrical credit manager you know.

This credit manager has handled scores of financial problems similar to yours. You are in business to make money. He is an expert in helping dealers to make money. Use his experience to help you.

Your capital and your credit are business tools requiring expert skill in handling if you are to make the greatest profit, just as your advertising is a business tool requiring special skill if you are to sell your merchandise so as to get the most satisfactory results.

The salesmen who call on you are pleasant men to do business with because they have trained themselves to be pleasant. So have most of the credit men.

Gentlemen, a toast! Here's to a man, his job, and his dog. Because Howard A. Lewis carries the love of his job with him on his week-end trips to his farm up the Hudson the editors often find in their morning mail letters like the one on this page. And because he always brings the spirit of the outdoors back with him the editors are mighty glad that the business offices are next to theirs. As for the dog—his week, between his master's visits, may be long and lonely, but when he barks a "welcome home" his enthusiasm matches that of all other old friends when they greet "H. A."

—YE EDS.

Don't be disappointed and don't be offended, however, if some credit man should lack tact and spontaneity when talking to you. He is just as human, but is apt to lack the salesman's skill in selling you his ideas and personality. The best thing about the credit man is that the more you talk to him and the more you tell him of your financial problems, the better you will like him.

The real credit man is a professional man, like the lawyer, doctor or engineer. His special field of research is accounting, credit and financing. But there is this difference: You can get the credit man's services free. They are not less valuable because of that fact. It is a case of taking the time to cultivate his acquaintanceship and friendship on the right basis. Then you get the best he has to offer.

Too often in the past you have thought of the credit man as a collector of overdue accounts, as a professional "nagger" of business and the "killjoy" for longer lines of credit. But, isn't that as much your fault as his? Ninety-nine cases out of a hundred he has been right and you wrong. The trouble is we have never gone beyond the fact that he was always right and we have never tried to find the reason why.

When you get him to tell you *why* he was right, and help you apply the *why* to your business, he is no longer a "nagger," no longer a "killjoy," no longer a collector of overdue accounts; he is just one good fellow and a permanent business friend. Creative credit management is his new slogan. And if you tie up with him in his efforts to better credit and financial conditions you are only making your own position stronger, and that, of course, is what you and all of us want to do in these days when a business man must intrench deeply and fight hard to win the big rewards.

HOWARD A. LEWIS.

McGRAW-HILL CO., INC.,
Tenth Ave. at 36th St., New York

Cable Address: "Machinist, N. Y."

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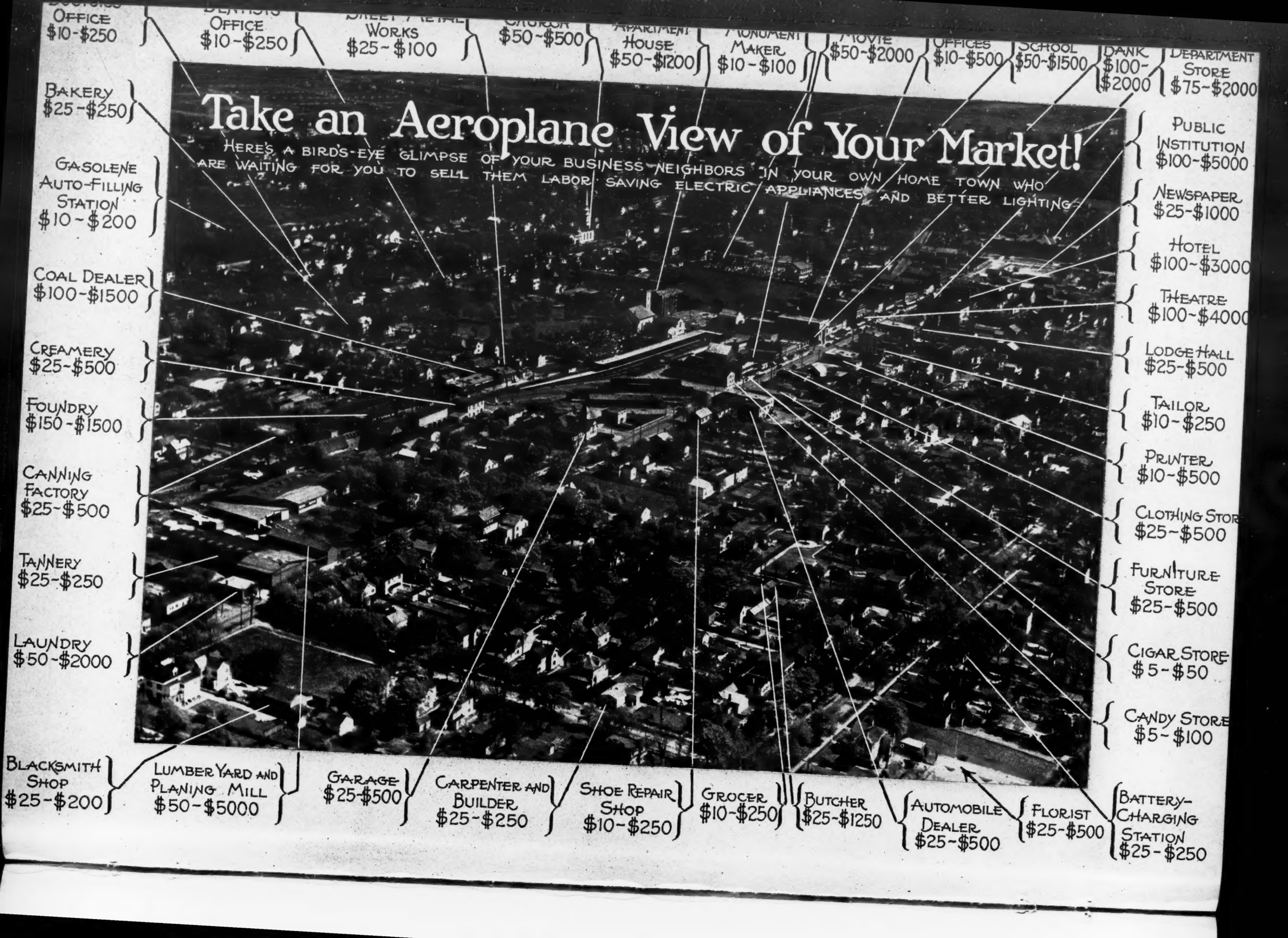

Take an Aeroplane View of Your Market!
HERE'S A BIRD'S-EYE GLIMPSE OF YOUR BUSINESS NEIGHBORS IN YOUR OWN HOME TOWN WHO ARE WAITING FOR YOU TO SELL THEM LABOR SAVING ELECTRIC APPLIANCES AND BETTER LIGHTING
OFFICE $10-$250
DENTIST'S OFFICE $10-$250
SHEET METAL WORKS $25-$100
CHURCH $50-$500
APARTMENT HOUSE $50-$1200
MONUMENT MAKER $10-$100
MOVIE $50-$2000
OFFICES $10-$500
SCHOOL $50-$1500
BANK $100-$2000
DEPARTMENT STORE $75-$2000
BAKERY $25-$250
GASOLENE AUTO-FILLING STATION $10-$200
COAL DEALER $100-$1500
CREAMERY $25-$500
FOUNDRY $150-$1500
CANNING FACTORY $25-$500
TANNERY $25-$250
LAUNDRY $50-$2000
PUBLIC INSTITUTION $100-$5000
NEWSPAPER $25-$1000
HOTEL $100-$3000
THEATRE $100-$4000
LODGE HALL $25-$500
TAILOR $10-$250
PRINTER $10-$500
CLOTHING STORE $25-$500
FURNITURE STORE $25-$500
CIGAR STORE $5-$50
CANDY STORE $5-$100
BLACKSMITH SHOP $25-$200
LUMBER YARD AND PLANING MILL $50-$5000
GARAGE $25-$500
CARPENTER AND BUILDER $25-$250
SHOE REPAIR SHOP $10-$250
GROCER $10-$250
BUTCHER $25-$1250
AUTOMOBILE DEALER $25-$500
FLORIST $25-$500
BATTERY-CHARGING STATION $25-$250

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 26 — July, 1921 — Number 1

"You've Got Time This Summer to Be Neighborly at a Profit!"

AMERICAN business men are in a mental attitude today particularly favorable to cutting costs. Prices of most things are little by little coming down. That means that each man must pare his own. Which means that he must increase production and reduce labor in his own plant—since labor lags in liquidation and does not equalize this pressure that the market puts on him.

What a time for the electrical man! He sells motors that help two men to do what three men did before.

He sells heating devices that save minutes for busy workers so that their output is increased.

He sells better light that speeds up production.

These all help the small industrial man to do just what he is being compelled to do right now—increase production, and cut down his labor force in the small shop, where it is very hard to do away with any men.

THE scores of such selling opportunities in every community and every town and city everywhere are listed in detail in the Chart of Industrial-Appliance Prospects which is being sent out as a supplement with this issue of ELECTRICAL MERCHANDISING.

This chart (which when worked out, proved to be of a size too large to be reproduced on the regular pages of this number) shows in detail the devices which can be readily sold to the butcher, the baker, the cabinet-maker and all the other business men with stores, shops and factories large and small, up and down Main Street and in its vicinity.

EACH letter held up to your attention by the jovial company arrayed on that chart, can be taken as a personal note written to you from one of your own fellow-townsmen inviting you to come in and sell him the things he needs. More detailed schedules of industrial-appliance customers and industrial-device application appear in the tables beneath. And at the center of the sheet is a calendar reminder of the passing of the days of the summer "slack season"—summer days when the electrical selling man has time to call on and become better acquainted with his business neighbors — when, in other words, he has "time to be neighborly at a profit."

The shop, the store, the office and the factory are all waiting for the electrical man to call this summer. If he will sell himself on the prime points and know what he's to do when he arrives, *he will not walk out empty handed.*

"Do We Know Our Customers?"*

Successful Executives Study Their Customers' State of Mind, and Direct Principal Efforts Toward Keeping Their Present Customers Satisfied

By EDWARD N. HURLEY
Former Chairman United States Shipping Board and Federal Trade Commission

"DO WE KNOW our customers?" is a question that is constantly before the business men in every country, and we all know that the most successful are those who really do know their customers' state of mind and cater to their every-day needs.

The human element is becoming more and more important in every line of business. Managers of corporations who do not know what the fellow on the street is thinking about and have a feeling that their companies are so large and powerful that they do not have to give special attention to their old customers, are living in the past. It is only a question of time before reaction starts and it then requires heroic work on the part of the new management to save the property.

In the manufacturing and merchandising business many executives refer to their wonderful organizations. Yet we all know that there are a limited number of really efficient organizations in this country. There is, however, no such thing as 100 per cent efficiency in manufacturing, merchandising or public utilities, but going concerns with life in them are efficient somewhere between 50 per cent and 95 per cent.

Facts Needed Concerning Customers and Dealers

Not over 7 per cent of the executives, advertising agencies and sales managers of the corporations in this country have correct information as to the facts and figures regarding their customers, prospective customers or the merchandising methods of their distributors and dealers. The population of the towns in their territory and the future possibilities for the sale of their products are entirely foreign to most of them.

The executives who are operating and running many of these corporations are responsible for this lack of information, for during the recent boom times no effort was made toward obtaining this data. Today therefore their sales organizations are at sea, with no definite objective toward which to direct their efforts. This dull period through which we are passing has demonstrated more clearly than ever the necessity for facts in all branches of business, and while the cost of manufacturing and the cost of selling are fundamental to all business, they are not any more important than reliable statistical information. Millions of dollars are being spent in many territories in exploiting selling campaigns without any analyses or facts to justify the expenditure. Unless this data is available it is impossible for us to know our customers.

We all know how many customers we have on our books, but instead of directing our efforts towards keeping our old customers satisfied, we are prone to pay more attention to obtaining new ones. What company today can thrive and expand without having the good will of its customers? Isn't this one of the greatest assets that any institution can have? We should know that a substantial percentage of our customers have confidence in our management and feel that we are always willing and ready to render them service.

Satisfied Customers and "Repeat Orders"

The electric-light company's problems are many but it is just as necessary that the people who use that company's light and power should be as thoroughly satisfied as it is for the merchant who is selling a bill of goods in competition to have a satisfied customer in order that he may receive repeat orders. While in most cases you have no competition, it is absolutely necessary that all your customers be satisfied in order that good will, so necessary in your business, be maintained. If the executives who now have complaints handled by department heads could see the written complaints one day a month, I believe we would all know and understand our customers better.

The main effort of the average electrical central-station executive today is to sell *service*. There is no question but that great strides have been made in this direction, so that today executives have become experts in diplomatically handling complaints of the most trivial nature, some imaginary and others serious, not only in public utilities but in all lines of merchandising, where the manufacturer or merchant is directly in touch with the consumer. Montgomery Ward and Sears Roebuck, the large mail order houses, frequently return the money for a purchase to any customer who is dissatisfied, and they figure that the percentage of

*An address by Mr. Hurley before the Convention of the National Electric Light Association, Chicago, June 1, 1921.

"Do we know our customers?" is a question that is constantly before the business men in every country, and we all know that the most successful managers are those who really do know their customers' state of mind and cater to their every-day needs.

The human element is becoming more and more important in every line of business. Managers of corporations who do not know what the fellow on the street is thinking about and have a feeling that their companies are so large and powerful that they do not have to give special attention to their old customers, are living in the past. It is only a question of time before reaction starts and it then requires heroic work on the part of the new management to save the property.

Every man in the electrical industry should hold his head high and feel proud that he is engaged in a great work of giving service to the public.

their losses is small compared with the good will and confidence they establish.

Ask the Customer If He's Getting Satisfaction

On the same principle one corporation that has been in business for a number of years and has about 500,000 users of the device they manufacture, writes a letter to each user every year, asking, over the signature of its president if the equipment is giving satisfaction. This impresses the customer with the fact that the president of the company is personally interested. While in some cases the company is imposed upon, the good will thus established by the personal interest shown by the chief executive, cannot be estimated in dollars.

I have permission to use a letter which is being sent out by Mr. Samuel Insull, president of the Commonwealth Edison Company, Chicago, showing his method of approaching his customers:

Dear Sir:

I am interested in knowing whether the service which the Commonwealth Edison Company is giving you in the way of power, light, etc., is satisfactory. I will appreciate it if you will write me personally. My aim is to give you the first-class service to which you are entitled.

I am sure the replies which Mr. Insull is receiving will give him the information which the president of a large public utility should have in order to be the diagnostician that an executive should be to determine the future policy of his property.

Government, whether it is national or local, depends chiefly upon the man or men in office. But taking the administration of our state and municipal governments as a whole, there has been a marked improvement during the last few years. A large majority of men in all government positions are absolutely honest in their intentions, but sometimes when they become ambitious politically they get the wrong perspective as to what is fair and just to the public and to business, with the result that the public, relying upon these public servants, is frequently misled.

I remember one incident that occurred in Washington while chairman of the Federal Trade Commission. I sent a telegram to a manufacturer asking if he would please come to Washington. The telegram was sent to the chief of the division in charge of telegrams and my assistant later advised me that the chief refused to send the telegram because I had used the word "please" stating that the government would not pay for the word "please," because a former department chief had made a ruling that if the word "please" was used in telegrams the official sending the message would have to pay for it personally. Rulings and practices of this kind on the part of government officials are chiefly responsible for the unpleasantness that frequently exists between government and business, and between municipalities and public utilities.

Get the Answer from the Lighting Company's Customers

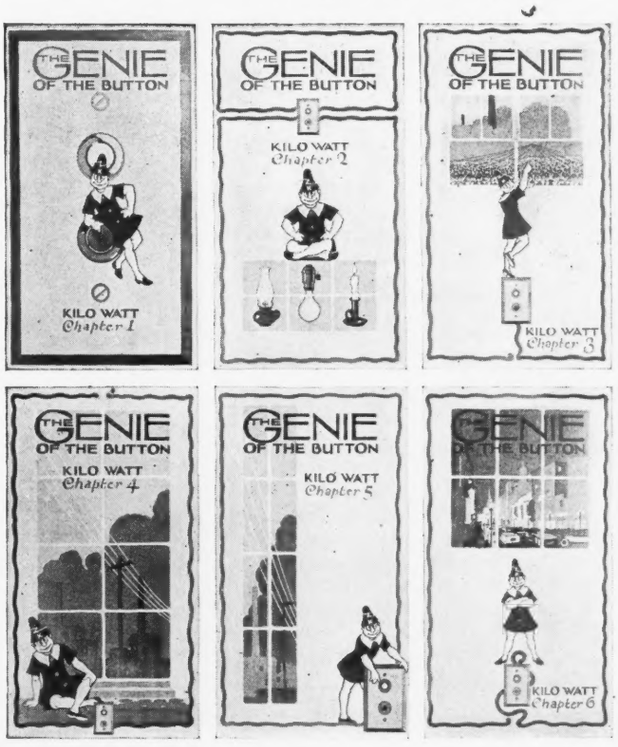
In conclusion may I suggest that the executives of all the electric light and power companies in this country write a personal letter to their customers, asking them for a reply as to whether they are satisfied with the services they are receiving. If five per cent of their customers reply to this letter, the percentage would be sufficient to indicate whether the public utilities had their good will and confidence.

These replies could be sent in to the National Electric Association's headquarters so that a national survey could be made, and it would show without a question the general feeling upon the part of users of electric light and power. I firmly believe that a national survey along the lines indicated would show that the vast majority of the consumers of electric light and power are absolutely satisfied with the service they receive, and have confidence in the managers and men who have built up and developed the great electrical industry.

The public state of mind regarding public utilities is most important, and your method of approaching it nationally is sound. I believe that it is one of the most important questions before the country today, and in my humble way I am trying to be helpful in creating a better feeling between the public and public utilities.

Every man in the electrical industry should hold his head high and feel proud that he is engaged in a great work of giving service to the public.

"Kilo Watt" Booklets Build Customer Good Will for Electric Lighting Companies


THE GENIE OF THE BUTTON
KILO WATT Chapter 1
THE GENIE OF THE BUTTON
KILO WATT Chapter 2
THE GENIE OF THE BUTTON
KILO WATT Chapter 3
THE GENIE OF THE BUTTON
KILO WATT Chapter 4
THE GENIE OF THE BUTTON
KILO WATT Chapter 5
THE GENIE OF THE BUTTON
KILO WATT Chapter 6

In something more than a million homes in the United States, Sunday morning is synonymous with a youthful clamor for the "funny section" of the newspaper. And it is a safe guess that in many of these homes the paper appeal will presently be reinforced by a demand for the monthly bill from the electric-light company in order to read the fascinating story of "Kilo Watt," the Genie of the Button.

The Public Relations Section of the N. E. L. A. has ready for distribution the second series of six "Kilo Watt" pamphlets, designed to reach the customer of the electric shop as a stuffer in the envelope with bills or letters. The folders can also be used over the counter to advantage.

More than 1,100,000 users of electric appliances were reached through the first series of "Kilo Watt" booklets. Considering the fact that he has already been introduced in more than 5 per cent of the homes in the country, the push button genie may be expected to do credible electric missionary work on his second appearance.

We all know how many customers we have on our books, but instead of directing our efforts toward keeping our old customers satisfied, we are prone to pay more attention to obtaining new ones.

What's Going to Happen at Buffalo?

Annual Convention, National Association of Electrical Contractors and Dealers, Hotel Lafayette, Buffalo, July 18-23

"Charley" Eidlitz, of Course

Since the National Association is twenty-one years old this year, what could be more appropriate than an address by Charles L. Eidlitz, the first president of the Association. Did you ever hear "Charley"? No? Well, *don't* fail to hear him this time. If you miss hearing him you will regret it for a whole year.

James R. Strong

He's the national chairman now. He will preside, of course. The official program says he is to make the response to the address of welcome by the mayor of Buffalo, but in addition to discharging that pleasant duty in happy fashion, "Jim" may be expected to launch the convention successfully and to give the thinking and planning of the electrical contractors and dealers a strong push in the right direction for the coming year.

What a Banker Sees Ahead

Samuel B. Botsford is one of the leading bankers in Buffalo, and for that matter is widely known throughout the East. He does a lot of thinking a long time before he stands up to talk and that is why his words carry weight and authority. In these days of industrial, commercial, social, political, and financial unrest, it is important to know just how a banker looks into the future and what he sees ahead in business.

"Bill" Goodwin? Certainly

Would it be a convention without "Bill"? Perhaps, but we doubt it. Since the last annual convention Mr. Goodwin has become the executive head of the Society for Electrical Development and is now developing plans for making the Society one of the strongest and most serviceable organizations within the electrical industry. He will speak on the subject, "Capitalizing Your Opportunities."

Co-operation with Central Stations

One of the important matters to come up before the executive committee will be the question of co-operation with central stations in the work of the National Electric Light Association. During the past year the central station committee has attended committee meetings of the N. E. L. A. and five members of the national executive committee attended the recent N. E. L. A. convention in Chicago. On Chairman A. J. Hixon of the central station committee will fall the task of defining the policies which the Association wishes to impress on the National Electric Light Association.

James R. Strong, new national chairman of the National Association of Electrical Contractors and Dealers, will wield the gavel and interpret the constitution at the twenty-first annual convention at Buffalo.

Standard Symbols

There's still work to be done on this question of standard symbols before they are worked out to the satisfaction of all concerned, and before their use can be established throughout the industry. G. M. Sanborn, chairman of the committee, will report to the executive committee.

Financing for the Contractor-Dealer

How to finance a business is perhaps as difficult a problem as one could dig up these days. Some definite and practical suggestions will be made by Alfred E. Martin, South Bend, Ind.

Cost Data on Installation Work

Big things are expected of the committee on cost data, when Kenneth A. McIntyre, Toronto, Canada, presents the report on the floor of the convention. The committee has been very much alive since the Baltimore convention last October and it is expected that new methods of handling installation costs and some definite proposal for getting these methods established will be offered.

You Should Attend the Buffalo Convention

It may be that you, Mr. Reader, are a member of the National Association of Electrical Contractors and Dealers, and that you have never attended an annual convention of the Association. Why not go this year? Do you have any *sound* reason for not going? You owe it to yourself to go and you owe it to your Association. So pack up your old kit bag—and go.

—The Editor

Conducting a Contracting Business

Everybody who attended the Baltimore convention remembers the masterly paper by A. L. Abbott of St. Paul on "Conducting a Contracting Business." This time this important subject will be discussed by H. M. Johnson, Utica, N. Y., who will keep up the fast pace set by Mr. Abbott.

What Can a Trade Association Do?

A new vision of work that can be done by the National Association will be revealed by Charles S. Estey, Chicago, who will talk on the topic, "What a Trade Association Can Do and What Some Are Doing." Men habitually fail to make the most of their hidden energies, and the same may be said of trade associations. Mr. Estey will tell how to get these energies into action.

Residential Lighting

Now that the "Home Electric" idea is fast winning its way in the thinking and favor of the average American home owner, the question of residential lighting looms more important than ever. "Adequate Wiring for Proper Lighting of Residences," will be explained and demonstrated by M. Luckiesh, Director of Applied Science, Nela Research Bureau, Cleveland.

"Home Electric"

How and why you should put across the "Home Electric" idea in your town will be explained by O. H. Caldwell, editor of ELECTRICAL MERCHANDISING.

Annual Dinner

The annual dinner (informal) will be held on Thursday at 8 p.m., Lafayette Hotel.

For the Ladies

Automobile rides and a river trip have been scheduled for the ladies.

Niagara Falls Trip for Everybody

On Friday afternoon special trolley cars will convey to Niagara Falls all who wish to make the trip and who wish also to make the Gorge trip and to visit the power house.

Pennsylvania and New York State Meetings

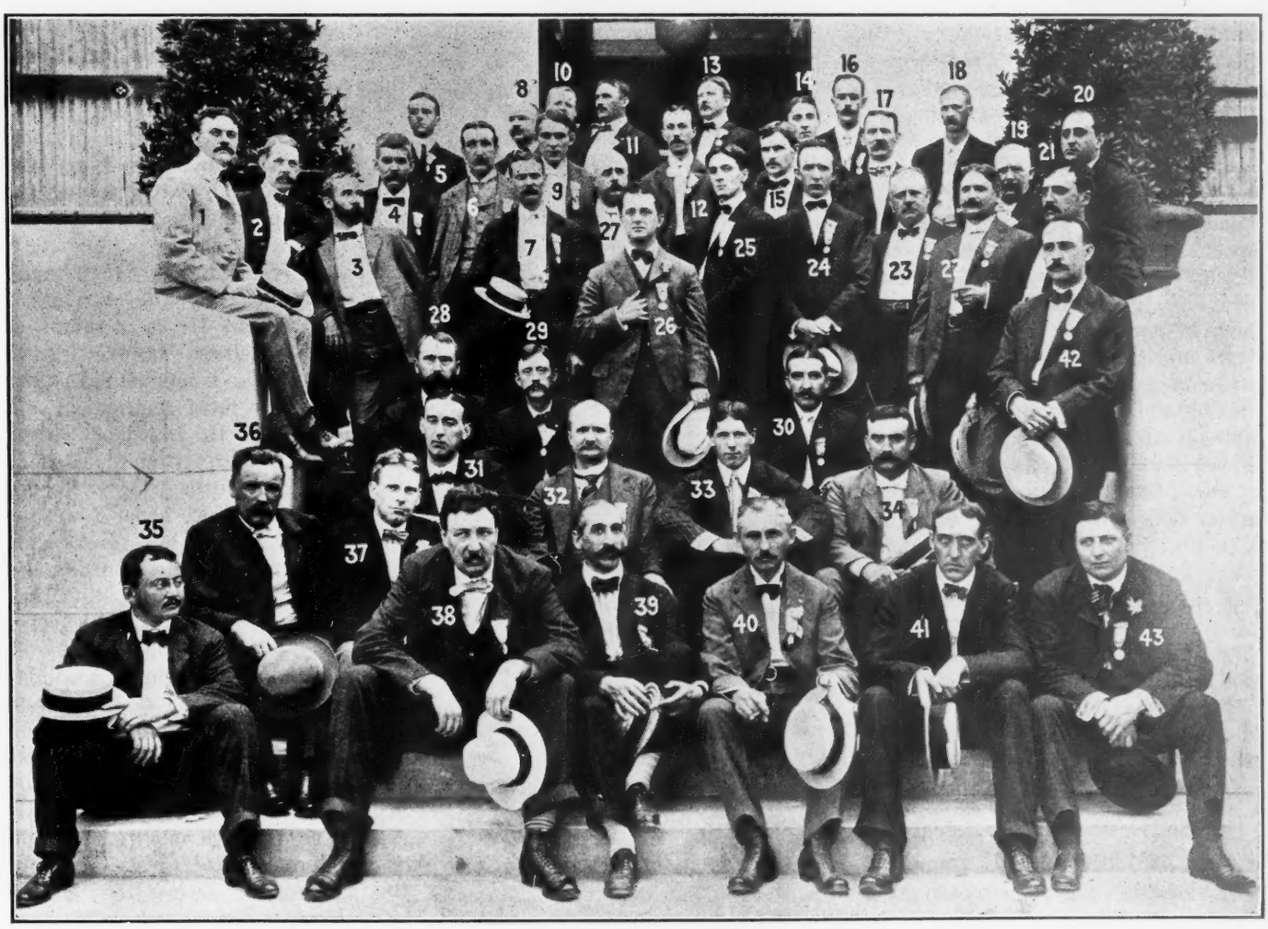
Two state semi-annual meetings will be held in connection with the national convention. The Pennsylvania state meeting will be held at the Lafayette Hotel, July 19, in headquarters reserved by the Pennsylvania association. The New York state meeting will also be held at the same hotel on that date. A joint acquaintanceship session between these two state associations may also be held.

What Thinking Has Done for Charley Eidlitz

An Intimate Personal Picture of the Man Who Was the Father of the National Contractors Association, by Earl E. Whitehorne

SOME MEN make money. Some men don't. Some men win a degree of success that makes them widely known and respected. Some men don't. Some men are able to take a business that is not prospering and do things for it and to it and with it, that causes it to grow and flourish. Some men can't. It doesn't just happen. It isn't just luck. It's more than that. It is something in the man himself that gives him the power to do these things that so many other men can not do. It is worth while, then, looking hard at any man like this, when the chance comes, and finding out if possible what has made him this kind of a man. You never can tell when out of it may come an idea and an inspiration that may help tremendously.

I had occasion the other day to drop in on Mr. Charles L. Eidlitz at his office in New York. I knew of him—that he had been the organizer and first president of the National



Twenty years ago! Some of the men who attended the first convention of the National Electrical Contractors Association, held at Buffalo in 1901. Charles L. Eidlitz, who was the first president of the National Association, appears as No. 20 in the upper right-hand corner. Others in the picture are:

1. John Dale*, New York City.
2. G. A. Swan, New York City.
3. W. C. Ballda, Utica, N. Y.
6. T. Naylor*, Buffalo, N. Y.
10. T. Oberg, New York City.
11. A. J. Martin, New York City.
12. J. F. Burns, Schenectady.
13. E. S. Keifer, New York City.
14. M. H. Johnson, Utica, N. Y.
15. B. V. Butts, Utica, N. Y.
16. H. G. Hatfield, Utica, N. Y.
17. F. K. Harrington*, New York
19. W. H. Macdonald, Rochester.
20. Charles Eidlitz, New York City.
21. J. R. Strong, New York City.
22. J. C. Hatzel, New York City.
23. F. W. Newman, Albany.
24. E. D. McCarthy, Buffalo.
25. H. I. Sackett, Buffalo, N. Y.
26. H. Alexander, New York City.
27. Marshal Barnes*, Troy, N. Y.
28. Phil Mongesser, New York.
29. Fred K. Fish, Rochester.
31. F. L. Frost, Albany, N. Y.
35. E. J. Shehan*, Utica, N. Y.
36. C. H. Thompson*, Syracuse.
37. M. J. Almstead, Rochester.
38. J. C. Sterns*, Buffalo, N. Y.
39. S. Davis, New York City.
40. R. Schmidt*, Rochester, N. Y.
41. Walter H. Morton, Utica.
42. J. P. Hall, New York City.
43. Jas. Hilton, Syracuse, N. Y.

*Deceased.

Electrical Contractors Association, that he ran the Corey Company and several manufacturing interests, that he had a reputation as a live wire, a forward thinker and a man who does things and that he was well off. But I had never happened to meet him. I hadn't talked to him long, however, before I saw that I had run into another interesting story of a man. For there seemed to be definite reasons for all this success that Mr. Eidlitz has been credited with—the kind of reasons that another man can wrap his mind around and use.

"Charley" Eidlitz to begin with, is one of the old timers, one of the Edison pioneers, one of the first electrical contractors. He went into the electrical business almost at its beginning. He has been in it ever since. His success has been no spectacular achievement but a steady consistent progress. He has just been one of the winners, that's all. And he has been one of the winners because he did his work that way.

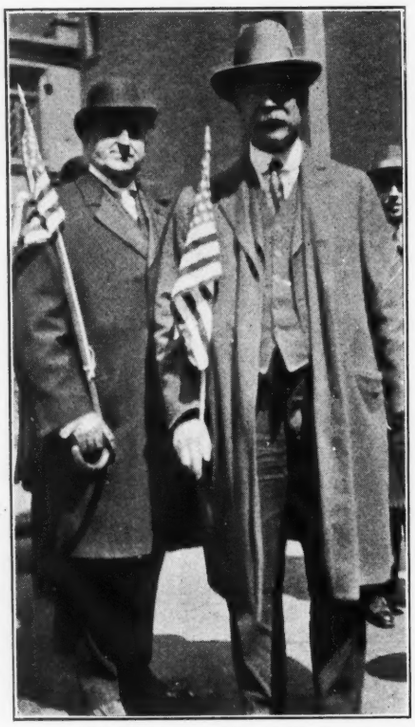
To give you the background of his life in brief, he was born in New York City in 1866, which makes him now fifty-five years old. He went to the public schools and spent his boyhood here in the big city, in the days when the first mysteries of electricity were just becoming common property and every mechanically-minded youngster was fooling with bells and batteries. Eidlitz wanted to be an electrician. So while he was in Columbia University he got a job one summer with the old Bergmann Electric Works, boring holes in resistance boxes, down in the cellar. After two months of it he asked for a better job, where he could learn more about electricity, and was fired for it. This just whetted his appetite, and when he stepped out of the halls of learning, he went right to the Edison Machine Works and started in. These were the early days when Thomas Edison and Frank Sprague were doing their experimenting and testing there.

He Becomes an Electrical Contractor

Eidlitz became an inspector of installations for the Edison United Manufacturing Company, an Edison offshoot, and then went with the Edison Wiring Company, when it was organized to do their installation work for the Edison interests. Finally Bergmann acquired it and Eidlitz left and together with a man by the name of Knoll and a chap called Kitchel started a contracting business under the name of Augustus Knoll & Company.

Each man put in $1,666.66—to make $5,000 capital. At the end of three months they were flat broke. There was so little wiring business to be had. There were three bosses drawing salaries; the money was all spent. So Kitchel put his hat on and walked out and disappeared. But it wasn't two months later that the Manhattan Electric Light Company opened up in opposition to Edison and they made a contract with Eidlitz and Knoll to do their wiring at so much per light. Within the next two years they did close on to $800,000 worth of wiring for this company, made a profit and got started.

It was in 1889 that Knoll decided that he wanted to go into the manufacturing of motors so Eidlitz bought him out and continued the contracting business, soon changing its name to the Charles L. Eidlitz Company. When he bought this company, that had been flat broke when it was three months old, it was still far from prospering. It had liabilities of $19,000. It had assets of $6,200. But out of this business, without another cent put into it, Eidlitz built up one of the largest and most successful electrical contracting enterprises which this industry has seen.



Mr. Eidlitz was an active worker for the Electrical Industries Division of the Liberty Loan Committee during the war. This picture was snapped during one of the great Liberty Loan parades in New York City and shows Mr. Eidlitz alongside Joseph C. Forsyth, the popular head of the Underwriters inspection service, New York City.

"No Money Is Made Until You Take It Out"

When it got on its feet and was making money, Eidlitz made a decision that is very characteristic of the man. "No money is made," he said, "until you take it home and put it in the bank or invest it into some other business. Paper profits don't count. The only thing that counts is what you take out and carry home."

So Eidlitz decided that his firm should be a $50,000 business and every year he drew out and took home every cent except a total of this amount in cash and gilt-edged accounts receivable. He started each year with $50,000 ready capital, but for a period of twenty-five years he told me that he took home as profits annually sums ranging from a little less than half that figure to almost double it and it all came out of that insolvent business that he stuck to through its early years of tribulation. In 1913 he called in his employees and turned the business over to them, gradually withdrawing his money and presenting them with the rest.

That is just one case out of many that have marked the career of Charley Eidlitz. He is a genius at turning a business failure into a success. He is a commercial "Mr. Fix-it" of the most methodical and practical kind. He is a born doctor for broken manufacturing, sales or contracting concerns. In 1896, for instance, he gave an order for some large switchboards, but found soon that the man who had the order was crippled for money. Eidlitz advanced him some—and then some more—and when the job was done he had overpaid the switchboard builder nearly $6,000. So he took stock to cover this amount and the switchboard man went ahead until he was broke. Then Eidlitz put in $5,000 more and managed the concern. It was called the Metropolitan Switchboard Company. It was insolvent. But in ten years' time they raised the capital to $300,000 because they were operating as a $30,000 corporation with a surplus of $186,000 cash and it was unwieldly. They are now doing a business of over a million dollars a year as the Metropolitan Electric Manufacturing Company.

In 1919 the Charles E. Corey Company was losing money and without

a head. They came to Eidlitz and asked him if he would take hold of it and see what could be done. He looked it over and suggested that he take it for a year without a salary and divide the profits. Before the year was up the business was prospering and Eidlitz bought the company. There have been other cases of the same kind.

In the meantime Mr. Eidlitz had not been entirely engrossed in his own affairs, considerable though they were. The contracting business had steadily grown from the early days, with more and more men in it, big and little, and everybody was price-fighting for the business. There was no help and no co-operation. It was a costly and a difficult condition. So in 1892 Mr. Eidlitz took the initiative and called a meeting. Out of it came the New York Electrical Contractors Association. It was the first association of electrical contractors ever organized anywhere.

CHARLES L. EIDLITZ

A little later Eidlitz with some others started the New York State association—the first state organization. Then again in 1901 he went to Buffalo to a state meeting to which had been invited the foremost electrical contractors throughout the country. They organized the National Association of Electrical Contractors and Eidlitz was made first president in recognition of his leadership and the work that he had done in bringing it about. He was president two terms and put the body on its feet. From that time on until he retired from the business in 1913, Mr. Eidlitz was an active worker and unceasing in his efforts to strengthen the association and up-build the standards and practice of electrical construction.

But his interests were not confined to the electrical association alone. In 1903 he brought together the prominent men in the building trades of New York City and with them organized the first building-trades employers' association in the country, of which he was president for two years. During the time he was called upon to do a great deal of exacting work in harmonizing the different building trades organizations and instilling the spirit of co-operation among them. It was also necessary to interpret this new idea in industrial organizations, to labor, to the public and to other interests. The fact that Mr. Eidlitz in one period of eighteen months, during his presidency of the Building Trades Employers Association, made eighty-seven after-dinner speeches is impressive.

For Recreation—More Business

In 1913 Mr. Eidlitz retired from active business and association work and took a year's rest. He thought that he could ride horseback and read and walk about the city and be entirely happy. But 1914 found him back at work reorganizing the Metropolitan Company. Again in 1916 he spent a year in foreign travel but at the end of it he couldn't get back quick enough, and he has no more illusions as to what he wants to do for the rest of his life. And so you find Mr. Eidlitz today sitting comfortably in a modest office on Broadway with an uncluttered desk and a set of daily graphics that keep his finger on the pulses of his little family of business enterprises. He is having a thoroughly enjoyable and a most profitable time.

Such is the story of what Charles L. Eidlitz has done. But to me that is just background for the more interesting story of how he has done it. For I believe that there must be more than chance, more than mere personality and character involved. Mr. Eidlitz has achieved these many successes where most men either fail or are content with one modest success, because he has had an attitude, a system and a set of personal habits and methods that have produced results in a big way, not once but continually and consistently. It has been the combination of these policies and principles that has made Eidlitz such a thinker, a doer and a money-maker.

I asked Mr. Eidlitz himself what one thing he thought had the most to do with his ability to succeed. He surprised me by saying that he believed that the study of psychology had done more for him than anything else. For that is perhaps his greatest hobby. Since he was twenty-one years old, he has read every book on psychology and every book on business methods that he could get his hands on. He has read it, studied it, pondered it and endeavored to apply it in a practical way. This coupled with his really wonderful gift for expressing himself has undoubtedly been a powerful influence. Eidlitz is an exceedingly gifted public speaker. He is a most persuasive arguer, a strong man before a meeting, an able talker in any conference, an appealing personality with the ability to unfold a weight of logic and reason that impells men's minds. This has given him great power for service and for guidance in association work and enabled him to organize and administer a business with a very high degree of loyalty, co-operation and support of its personnel. It has given him vision, the gift of foreseeing what the other chap will do, and governing his relationships with other men in such a way that they will react as they should, without misunderstanding, friction and cross purposes.

The study of psychology has been a very big thing for Charley Eidlitz as it may be a big thing for any man. But I think I can put my finger on one other influence that has been even more productive in his

life. Eidlitz seems to me to have to an amazing extent, the ability to organize and operate his own mind, to govern and direct his thinking. I do not entirely envy him this attribute. I do not recommend it universally as a means toward happiness. It must be a good deal of a liability as well as an asset.

But Eidlitz has apparently dedicated and devoted himself through life exclusively to business. He has given it his time, his strength and his thought almost 100 per cent. He told me frankly that he doesn't know how to play. He admits that he really takes no interest and enjoyment in a thousand and one good things in life that bring diversion and all sorts of healthy pleasure and relaxation to most other men. But he does know how to work, how to achieve results, how to go on building, broadening and bettering his business life and he enjoys it hugely as he works. It is all the fun he wants, he says.

He Organizes His Mind and Governs His Thinking

When I say that Eidlitz knows how to organize his mind and govern his thinking I mean just this. He seems to know how to observe, examine and analyze a business and see what is good and what is bad. He seems to know how to pick a man to do a job, and then how to organize and co-ordinate these men into a working business machine and to delegate authority. He seems to know how to watch these men at work and tell what they are doing right and what is going wrong, down to minutest details. He seems to know how to remember for a business and think forward for a business with uncanny shrewdness.

He showed me on his desk a book of daily charts that come to him each morning covering the activities of the four or five business enterprises that he controls. These curves cover —incoming business, production, outside agents' sales, department sales, wage expenditure comparisons, deliveries, estimates given, unfilled orders in hand, summaries of all activities, and divers other subjects. He sets his mind to the study of these figures and the conditions that have affected them. He tries to keep aloof from the daily details of administration, and to reserve his time and thinking for conditions, for reflecting, for remembering and for planning. In this work no detail is too small for notice and attention. And he is gifted with a memory that holds an almost limitless fund of facts and figures ready for use in comparison and inference.

In talking of this phase of it, Eidlitz said to me: "Do you know, when I hear a man holding forth about how he frees his mind from business when he goes home at night and never thinks of it till morning, I always think one or two things— either that he is exaggerating greatly or that he won't amount to much. Such a man is just a machine —no more." For that is not the Eidlitz way.

All his life he has made it a practice to think of his business at night, on the train, in any available half hour or hour. He habitually sits down empty handed in some comfortable spot and reflects upon his business. Without pencil or paper, he plans, he analyzes, he reflects, he looks back and remembers, he looks forward and predicts.

Eidlitz told me that once he thought he would play golf. Everybody else did it. It looked like a good exercise that he would get something out of. But he could not make it go. He could try to play golf, but he couldn't keep his mind on it. He couldn't think golf. His mind would eternally keep climbing back into his factory and while he would be deciding whether or not to put a left handed "do-funny" on that machine on the third floor, he would slice into the woods and lose the ball.

And in the same way he tried the motor car. He started to drive for the fresh air and diversion it would bring and as long as there was plenty of traffic he kept his mind on it and everything went all right. But let him get onto a country road and just as he had almost found the way to cut the cost on operation No. 49 by three mills more, he'd start to climb a tree. And so he quit. The only exercise that he has found entirely suited to his needs is horseback riding, for the horse will guide himself and go back home when he gets hungry and he doesn't care what Eidlitz thinks about.

All the background which these mental habits have brought to Mr. Eidlitz, all this fund of knowledge, this memory training, and all this thinking have of course built up a big mind, as it will in any one who intelligently pursues such a course persistently. It has given him tremendous confidence. He will stick to a thing through thick and thin until he puts it over. He is quick in decisions, clear in his judgment, lucid in his arguments, and absolutely frank and square in every act. He does not hesitate to speak his mind no matter what the opposition, and yet he freely takes advice, and gives full credit where it is due—because he deals in facts.

The Tributes of His Friends

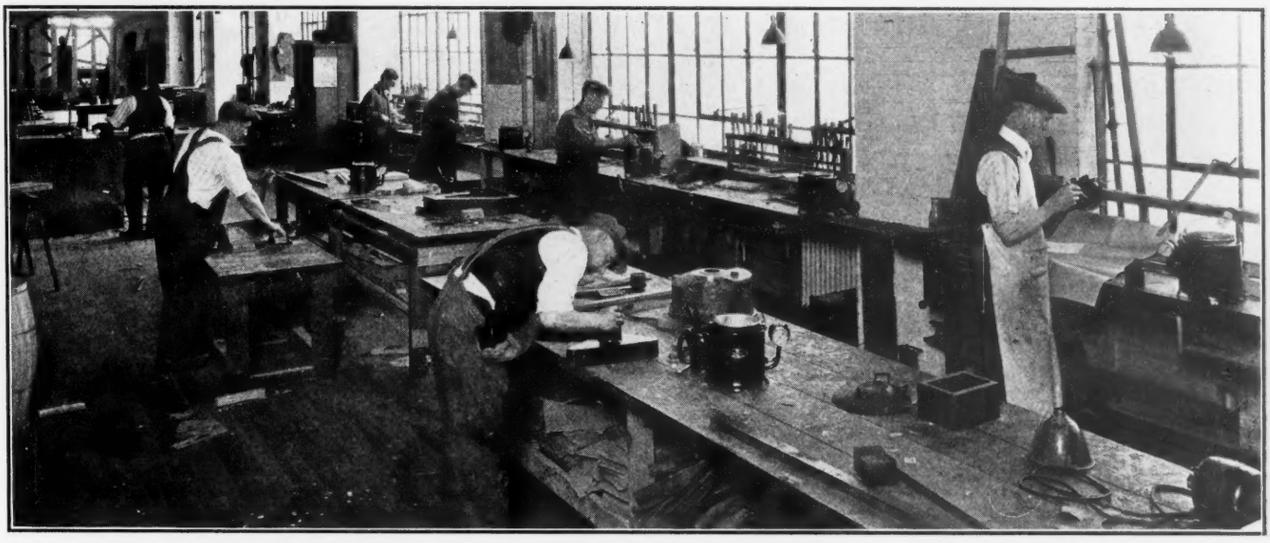
All his life Mr. Eidlitz has been talking, working and fighting for more liberal policies in business, for more knowledge, for more facts. He has been an unflagging advocate of the open shop, better cost accounting, better co-operation. When he resigned from active work in the contracting business the Electrical Contractors Association of New York made him an honorary member and presented him with engraved resolutions stating that "his example as a designer, constructor and competitor should be an inspiration to the industry." The National Association of Electrical Contractors paid a similar tribute and stated that "as first president, by his enthusiasm and energy he had given an impetus to the Association which was largely responsible for its success."

All men who have known him say alike that he has been one of the most enlightened thinkers of his trade and time, as well as one of its most successful and prosperous business men.

It seems to me that there is a simple useful lesson here for every man of us. For Charley Eidlitz has done all of this by thinking with his head.

One Flag, One Country;
One Voltage, One Frequency;
and One Kind of
Attachment Plug!

Are You Getting After the Industrial Heating Prospects in Your Town?



There are 2,817 furniture factories, a thousand automobile body makers, 2,960 bookbinders and 1,575 paper box manufacturers, besides 272 casket architects, 25,240 sculptors of artificial limbs and 102 more-or-less-musical instrument manufacturers who ought to be using from six to sixty electrically heated glue pots each. This picture represents a small shop, but there are nine glue pots installed—meaning nine outlets with necessary wiring supplies using up probably 10,000 kw.-hr. of current yearly.

Putting Hobbles on the Heat

The Great Advantage of Electric Heat for Industrial Processes Is in Its Accurate Temperature Control—Emphasize This Point When You Sell Industrial Electric Heating Appliances

By FRED B. RAYMOND

IT IS ONLY when electric heat is accurately controlled that it becomes an article of merchandise. This fact is not so generally appreciated as it should be. The mere fact of substituting electrical energy for some sort of fuel does not solve the commercial problem involved in selling industrial electric heating in a broad way.

Those of my readers who struggled through the early days of electric lighting will appreciate the condition that now confronts the industrial heating appliance salesman. When the carbon lamp was fairly young, its obvious advantages over flame illuminants were minimized by the differences in cost between electricity and gas. Then, about the time the carbon lamp seemed destined to overcome competition, in spite of price, the incandescent mantle burner replaced the ancient fish-tail gas light, and electricity was again pushed backward almost into the discard.

Finally came the vogue of the scientifically designed reflector, and presto, chango, rinso!—the electric lamp, because its light was accurately controlled, forged into universal use. Of course developments leading to greater efficiency in lamps played a spectacular part in this evolution, but I think all who were engaged in the early competition between gas and electricity will agree that the tide turned when we learned the secret and value of control.

Dependable and Automatic Temperature Control

Something of the same sort is happening in industrial heating development. We have see-sawed between electricity and cheap fuels, inching ahead wherever the heating problem warranted the required engineering skill and relatively expensive control, and frequently slipping backward in the more workaday applications. But with the development of dependable and inexpensive automatic controlling devices, it now appears that we are on the high road to selling industrial heating appliances on a basis comparable to hardware.

Take, for example, so simple a device as the glue pot. During the war, when this country was struggling with airplane production in which the adhesive is a vital factor, the government was compelled to establish a laboratory and to devise machines for testing glue. You'd have thought, as everybody did up to then, that glue is glue, and that all there was to it was to smear it on with a brush and let nature take its course. But not so. A laminated airplane propeller, swinging at 2,300 r.p.m., will do more funny things to a pot of glue than an Einstein theory saturated in home brew will do to the law of gravity. A part of the $500,000,000 spent on airplane development during the war went to find out these very simple facts; that

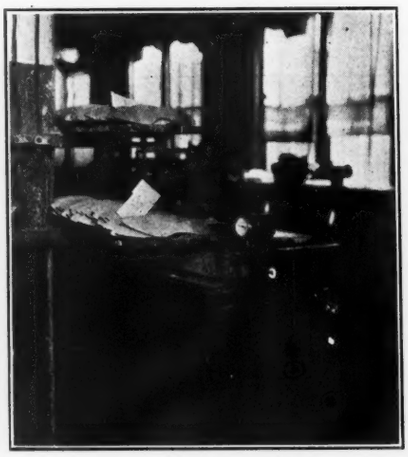
glue attains its maximum tensile strength at between 140 and 150 deg. Fahr., that it is virtually "cooked to death" at 176 deg., and that nobody knows what it will do at 104 deg.

How Shall We Keep the Glue Just Exactly Right?

Now, I ask you, how is anybody with a gas flame or manually controlled electric switch, going to maintain four quarts of glue (the content of an average commercial pot) at an almost constant temperature just under 150 deg. and still have any time available to use the glue so maintained. In practice, it can't be done. Any workman who keeps his glue at the right temperature within such narrow limits must concentrate and consecrate his soul upon that single task.

It is here that electric heat control comes to the fore. You can automatically control a glue pot, or almost any other industrial heating appliance, within extremely narrow range over any needful length of time and with absolute certainty. Luck, guesswork and memory play no part in it. The proper control feeds in the agile and elusive B.t.u.'s, as, when and if needed, and not otherwise.

One might cite a number of industrial operations where such accurate and dependable control is the pivot upon which an industrial appliance sale turns. The writer recalls a large sign manufactory which produces, among other novelties, a cardboard sign with raised letters which exactly imitates a cast bronze plate. In the manufacture of these signs, a rubber cement is used and if that cement is too hot or too cold the signs fall to pieces. Since they cost something like fifty cents apiece, the loss involved when a run of many thousands goes wrong is a matter to stagger a tax collector. And by the same token, an appliance which will insure the manufacturer against such risks is not difficult to sell.



Accurate control of electric heat is necessary for the good of your sole, according to the superintendent of the Hamilton-Brown Shoe Company of St. Louis. The less expensive shoes contain an inner sole made of some sort of "goo," the temperature of which must be "just so" or the whole batch goes "blooey"; also in drying out these soles exact control is essential. Most people think it takes a college graduate or a heating "specialist" to handle such problems, but with the right sort of controller the sale of the electrical equipment involves no more engineering than selling a cheese-slicer to a delicatessen shop.

Another fertile field, just to suggest the possibilities, is the manufacture of rubber stamps. This is a field of some importance. These stamps must be vulcanized at a temperature of 280 deg. and any variation from this heat may cause delay, annoyance, and loss. Electric heat is ideal for such service, but only when accurately controlled.

Speed, economy, convenience, the elimination of deleterious fumes, comfort, flexibility, safety and space-saving are all strong and effective arguments in favor of industrial electrical heating appliances, but the final argument, the clincher, is control. You must put hobbles on the heat if you want it to become a staple article of merchandise.

Remember that the electric range went faster when self-acting ranges were available so the lady of the house could loll at the movies while the central station got supper for her. You'll find the same truth holds for electrical appliances in the shop. It isn't enough that these devices do their work satisfactorily and economically; they must also do it automatically.

Then and Now— Showing Why This Davenport Dealer's Sales Have Increased

Somehow—there's no getting away from it—these three things seem always to go together: better location, finer store interior, more customers. That is the firm belief, at any rate, of R. L. Stiles, manager of the Tri-City Electric Company, Davenport, Iowa. And he ought to know, for since moving the store recently to a more central location in the town and adopting some of the newest ideas in store arrangement there have been more customers than ever before. Away back in the rear of the store is the lighting fixture display room, entered through French doors, so that the fixtures may be seen from the store while remaining protected from dust. The general coloring is ivory and brown mahogany, an effective background for the sparkling electrical appliances. Altogether, the two pictures are an object lesson in the value of location and careful store planning.

Break Out Your Seagoin' Electrical Gear!

By C. L. Funnell

HERE, Mr. Electrical Dealer, is a market that is healthiest and hungriest during July and August. If your town is within five miles of the lake, the river, the sound or the bay, then you live in the habitat of the motor boat enthusiast.

You can spot him two blocks away. He wears a battered blue-black cap, with what was once a white cover. And his feet are separated from the sidewalk by a pair of sneakers badly in need of retreading. His sleeves are rolled up and in his left hand he carries a piece of half-inch galvanized iron pipe, with an elbow on it. He seems to be going somewhere, fast. But if your front window shows a few electric riding and running lights in plain sight he'll come up into the wind and wonder how they'd look on *Elsie M.*

Get him inside and he'll tell you all about his ship. And the first thing you know the jangle of your cash register bell will wake up the barber next door.

Now is the time to make every week-end electrically perfect for every motor boat owner in your country. He is a good man to have on your customer list. He also owns a house, you know. And a motor car. And besides, he may decide to take his cruiser to Florida next winter, and you know yourself that you're the best man to supply his electrical needs when he starts!

Here Are Some of the Things You Can Sell the Motor Boat Owner:

Ammeters, Voltmeters
Battery charging Indicator
Batteries, dry
Battery Flashlamps
Batteries, storage
Bells, Electric
Binnacle lights
Brushes for motors and Generators
Cabin lights
Cigar lighters
Circuit breakers
Commutators
Conduit
Distributors, Timers
Electric bilge pumps
Electric fog horns
Electric Lighting Equipment
Electric primer
Electric starters
Fans, Electric
Fuses
Generators
Hydrometers
Ignition cable
Ignition systems
Lamps
Magnetos
Outlets
Plugs, attachment
Push buttons
Radio telegraphs
Radio telephones
Receptacles
Rheostats
Riding lights
Running lights
Searchlights
Ship's clocks, electric
Signals, electric
Sockets
Spark coils
Spark plugs
Starting motors
Switchboards
Switches
Trouble lights
Wiring equipment

Let the Farmers Help Make Your Radio Department Pay

By ARTHUR H. LYNCH
Former Instructor U. S. Radio School, Tours, France

THE United States Government, through the Bureau of Markets of the Department of Agriculture, has recently completed tests which have resulted in the adoption of a system of broadcasting news of agricultural and live-stock market conditions to farmers by means of wireless telegraphy. At present there are four stations sending out this information on regular schedules, as follows:

Omaha, Neb.—A complete report of the Omaha live-stock market, daily at 11:15 a.m. and at 11:45 a.m. a similar report of the Kansas City live-stock market, while at 2:15 p.m. a potato and grain report for Chicago, Kansas City, Minneapolis and Winnipeg grain markets is sent.

St. Louis, Mo.—11 a.m., national stockyards, live-stock market report; 11:30 a.m., Chicago live-stock market report; 2 p.m., a grain and potato report and at 7 p.m. a summary report of the day's conditions.

Washington, D. C., sends out a summary report at 7 p.m., dealing with the eastern market conditions. The station at Bellefonte, Pa., also sends the same report at 7 p.m.

It has been found by the department that the broadcasting of this information has already resulted in saving farmers money and the farmers themselves are taking to the idea very rapidly. There are approximately six thousand licensed amateur wireless stations in the country and there are many more which are not licensed. The news is received by these amateurs and in some cases turned over to local Boards of Trade or other organizations, and bulletins are placed in conspicuous places in the towns or telephoned over rural lines for the farmer's convenience.

Farmer in the Field Can Receive Radio Messages Direct

In many other instances the information is utilized right on the farm, where the farmer's son or the hired hand installs an inexpensive receiving set, becomes familiar with the code and receives the news directly from one of the stations. With a mediocre receiving set these stations may readily be copied up to 200 miles.

St. Louis is the first city to establish a weather reporting service by wireless telephone for the specific use of the farmers. The wireless telephone weather reports sent out by the St. Louis University may be picked up within a radius of 150 miles. This represents even greater progress than the sending of the market reports, for the reason that the farmer does not have to know the code; he merely must have some sort of a receiving set, which may be of very humble design.

Services like these will undoubtedly be extended to cover the entire country and there will be a demand for radio equipment in proportion to the territory over which they will be effective. Many farmers' sons attend town schools where they become familiar with radio, but many farmers are thrifty to the degree of keeping their sons' spending money reduced to such meager limits that the purchase of radio equipment is out of the question. When the boy can show his father that he will be able to offer him a very valuable service for the amount of capital invested in a radio set there is another story to tell.

An Opportunity for Live Dealers in Radio Supplies

Here is an opportunity—sponsored by the government—for live radio dealers within the range of the existing stations to secure the interest of every farmer in their communities. Many farmers do not know that this service has been started and radio dealers are in a position to take advantage of this fact by any number of means such as:

1. Receiving the reports themselves and placing them on bulletins in conspicuous places in their windows.

2. Circularizing farmers in the district by securing their names from a local board of trade, or other source.

3. Running small advertisements in the local papers describing some reliable set which may be used for the purpose.

Government market and weather reports being received by an amateur radioist out in the open field, using an aërial made by tossing a wire over the limb of a tree.

4. Telling the story to the editor of the local paper and having him let the farmers know how easy it is to get the reports.

5. Last, but by no means least, making friends with the farmers' sons and with members of such organizations as the Boy Scouts.

By running just a little from the beaten track it will be possible to stimulate your radio business and it has been the experience of most electrical dealers that when the radio department is on the "qui vive" other departments are stimulated.

Further information concerning the schedules, in effect and projected, may be had by writing W. A. Wheeler, Bureau of Markets, Department of Agriculture, Washington, D. C., who is in charge of the work.

One of several very simple radio equipments, suitable for receiving these reports, is shown in the illustration. It will be observed that the set is portable and may be put in operation any place, within a very few minutes. By merely casting a stone fastened to the end of a light insulated wire over the limb of a tree and moving back some 100 or 125 ft. the airial is put up and the ground connection may be made to a piece of metal rod, driven into the ground. The receiver illustrated can be relied upon to receive the reports with such an airial system over distances in excess of 300 miles and the price is extremely moderate.

Better School Lighting

An Opportunity for Service as Well as Summer Profits

Serious Shortage of Classrooms in Public Schools May Be Relieved in Many Instances by Adequate Lighting of Unused Spaces—The Opportunities for School Wiring Business and How to Go About Getting It

TO THE electrical contractor familiar with present school housing conditions and wanting to get whatever school wiring business may be had these coming months, the outstanding question at present is: "What part can *I* play in relieving in any degree the s e r i o u s shortage of schoolroom space?"

At first thought, one might see little relation between the electrical contractor and the school classroom shortage, and still less chance of the electrical man's relieving the condition in any degree; but as a matter of fact, he can play a far more important part than he thinks, if he will take the trouble to visit his school this summer to find out for himself about local school conditions.

America's schoolhouses closed for the summer vacation this year faced by a shortage of school seatings of from 3,500,000 to 5,000,000. This estimate will probably be even greater next year, because there are few indications of even the beginnings of a building program adequate to relieve the shortage. Before the war, the average school building cost was from 15 to 20 cents a cubic foot. Today it is from 35 to 60 cents a cubic foot. As a result, the appropriation for a new

building has had to be so increased that approval for it is difficult and sometimes impossible to obtain. For plans for a $52,000,000 school building program. But, because of still prevailing high prices and the general belief that not until next year will there be a definite stabilizing of prices on a new level, prospects for further building are still remote.

How Adequate Lighting "Creates" Additional Classroom Space

Therefore, school principals and school boards, in laying plans for the new term, are depending mainly upon these two measures to find additional space for the expected increase in pupils: First, by eliminating all waste space in existing buildings; and second, by getting maximum and multiple use of all existing instructional facilities. That is the condition the electrical contractor must have in mind, when he personally visits the school building to see what there is in the way of prospective wiring contracts. Can additional wiring aid the school principal in finding space to seat more pupils? Are there any empty spaces, unoccupied corners, in the building which could be converted into temporary classroom space—if adequately lighted?

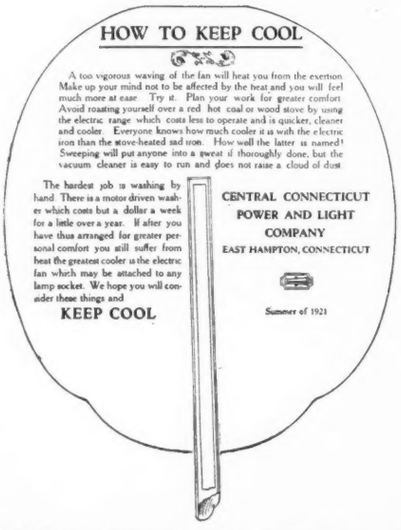
An opportunity for real service in time of urgent need—that is what present school conditions mean to the electrical contractor; but probably he would have a keener appreciation of this, if he knew the extreme measures to which many schools have been forced to resort, in the effort to find additional classroom space. For example, a recent survey covering only 429 cities showed that no fewer than 43,000 pupils for whom there was no room in the existing schools were housed in outside rented buildings, stores and lofts; that 8,000 formed classes in the halls and corridors of the schools; that 3,000 were in attics; and that 31,000 were in inadequately lighted school basements! Thousands of pupils, in other words, are simply taken out of the classrooms and crowded into whatever space is hurriedly found available, in rooms inadequately lighted because never intended as classrooms. Emergency measures, of course—but good artificial lighting is one of the cheapest things that would make these emergency classrooms tolerable; and often it is just the personal visit and suggestion of the electrical contractor that brings the improvement.

Aside from this, however—from suggesting better lighting for these attic and basement classrooms—the electrical contractor may actually "create" additional classroom space. A floor-by-floor tour of his school might suggest to him many a space which, adequately lighted, might become a classroom, and which, inadequately lighted, had been thought impracticable by the school principal. A space in the front or rear hall, the reception hall, the broad corridors, the area at the foot of the staircase, the store and supply rooms, part of the library space, corners in the basement, gymnasium or auditorium—all of these, if equipped with adequate new lights in the summer or early fall, might be converted into classrooms in time for the winter term.

That would be the electrical contractor's chief service at present, but as a matter of fact, he will find opportunities to acquire school lighting business all the year round, if he keeps his eyes open. In a city of any size at all, re-lighting of old buildings and wiring of new buildings are being planned all the time.

The thing for the electrical contractor to do, therefore, is to keep in touch with his schools and be beforehand with his suggestions, so that all the necessary preliminaries may be well over before the vacation period begins. These preliminaries will start with his own visit to the school for personal inspection and submission of his suggestions for better lighting to the principal. *(See also the article on "School Lighting," Page 136, Advertising Section.)*

A Fan That Talks


HOW TO KEEP COOL
A too vigorous waving of the fan will heat you from the exertion. Make up your mind not to be affected by the heat and you will feel much more at ease. Try it. Plan your work for greater comfort. Avoid roasting yourself over a red hot coal or wood stove by using the electric range which costs less to operate and is quicker, cleaner and cooler. Everyone knows how much cooler it is with the electric iron than the stove-heated sad iron. How well the latter is named! Sweeping will put anyone into a sweat if thoroughly done, but the vacuum cleaner is easy to run and does not raise a cloud of dust.
The hardest job is washing by hand. There is a motor driven washer which costs but a dollar a week for a little over a year. If after you have thus arranged for greater personal comfort you still suffer from heat the greatest cooler is the electric fan which may be attached to any lamp socket. We hope you will consider these things and
KEEP COOL
CENTRAL CONNECTICUT POWER AND LIGHT COMPANY
EAST HAMPTON, CONNECTICUT
Summer of 1921

Believing, apparently, that a good time to tell women how much cooler electrical appliances will make their household tasks is when they are sitting fanning themselves in the heat, the Central Connecticut Power & Light Company, East Hampton, Conn., is distributing this summer a clever advertising novelty in the form of a fan. On the face side of this cardboard fan is an attractive color picture, but the reverse side, as shown above, contains a few pointed remarks on "How to Keep Cool"—that is how the electric range, vacuum cleaner, washer and iron help lower the temperature on summer days. The fan catches the housewife at the psychological moment when she is thinking most about the heat and is most receptive to the talking point of coolness.

Here's a list of the electrical equipment your schools will eventually have. Why not see how many of these items you can sell now?

- Classroom lighting
- Auditorium lightnig
- Gymnasium lighting
- Hall and corridor lighting
- Front entrance and other entrance lights
- Exit signs
- Electric program clocks
- Electric bells
- Intercommunicating telephones
- Electric fans
- Floor-scrubbing machine
- Air-conditioning apparatus
- Electric machine for resurfacing school desks
- Heating and ventilating system
- Motor-driven blower for thermo-stat control of heating system
- Phonograph motor
- Piano motor
- Classroom stereopticon
- Electric grill, percolator, table stove, for teachers' room kitchenette
- Electric hand and face dryer
- Electric fire alarm system
- For the physics laboratory—
  - Batteries
  - Immersion heater
  - Safety switches
  - Small motors
  - Generator
  - Spark coil
  - Vacuum tubes
  - Radio equipment
- For the chemistry laboratory—
  - Batteries
  - Ventilating fan
  - Immersion heater
  - Disk stoves
  - Electric laboratory furnaces
  - Safety switches
- For the boys' shop rooms—
  - Motor drive and control
  - Safety switches
- For the domestic science and home economics rooms—
  - Electric cooking equipment
  - Electric washing and ironing machines
  - Electric sewing machines
  - Fans
  - Safety Switches

Push the Electric Ironer Now–

For of Course While Electrifying Your Local Industries, You Must Keep on Electrifying the Biggest Industry of All—the Industry of the Home

An analysis of the advantages of the electric ironer over other methods of ironing; what it can do and how to sell it

By CLARA H. ZILLESSEN

WHEN is an ironer not an ironer? When it's a mangle! What a quaint misnomer! How easy for the prospective purchaser of an ironing machine to see, in effect, her precious linens "mangled"; her children's dresses chewed up; her dainty lingerie clawed to ribbons by this monstrous machine!

Time was, when even the manufacturers of ironing machines labeled them as mangles in their advertising, regardless of its negative impression on the public mind. As it happens, there is perhaps a certain justification in calling an ironer a mangle. For the ironing machine of over a century ago—a crude affair of a cold roller drawn at great pressure over a block—was called a mangle, probably deriving its meaning from the old French verb meaning to smooth out linen.

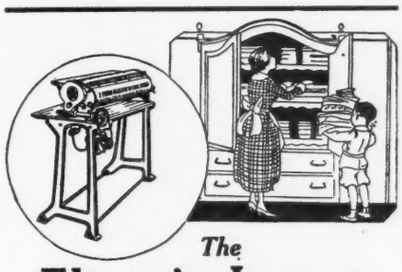
But for our cursory impressions, there is too obviously an injurious association in the word mangle. It presents an idea of unpleasant possibilities. And the sales resistance is great enough as it is, without placing another hurdle for the manufacturer and the dealer to clear.

Let this, then, be the first step toward greater ironer sales. Forget the word mangle. Caution your salespeople against using it, and do not let it slip into your advertising or into your speech, even facetiously.

After all this fuss about the ironer, what does the ironing amount to anyway? It is the longest and greatest energy-requiring single job in the whole curriculum of household duties. It gets on the housewife's nerves, for it seems sort of a useless job—week in, week out, the same pieces are ironed, all to be used and mussed and ironed all over again. It reminds one of the small boy who asked his mother why he had to wash his face and hands every morning, because, as he said, "What's the use—they only get dirty again.

Ironing may be divided into six component parts—each to be thoroughly analyzed before we can sell any labor-saver which will take the work out of this particular housework. They are:

1. The amount of *time* expended in ironing.
2. The amount of *energy* expended.
3. The necessity for standing in one place for hours at a time.
4. The faculty of turning out perfectly ironed articles.
5. The cost.
6. The tendency to let the hardship and fatigue consequent to this job cut down on clean linen and thus lower the standard of living.



The
Electric Ironer
Will Do Your Ironing
—Quickly
—Easily
—Perfectly

COME to the Electric Shop, at Tenth and Chestnut Street, and see the Electric Ironer actually ironing—men's shirts, children's dresses and rompers, lingerie, aprons, and of course flat pieces.

85% of your ironing can be done on the Electric Ironer—and in less than half the time and with no harder labor than guiding the pieces through the machine.

Easy Payments

Come in today and have our laundry experts show you how quickly and easily the Electric Ironer will take care of the ironing.

Some splendid bargains have been thrown into the clearance sale of used electric labor savers—irons, sewing machines, cleaners, washers. Startlingly low prices—easy terms in many cases. Special: A standard, used, Electric Cleaner, $20.

The **PHILADELPHIA ELECTRIC COMPANY**
Tenth and Chestnut Street

A simple statement, that "85 per cent of your ironing can be done on your electric ironer," is far more effective in a newspaper ad. than a discussion of the ironer's mechanical superiorities.

The amount of time expended on ironing is appalling. It takes all of four hours to do the average ironing by hand—even with an electric iron. The electric ironer will take the same job and do it in an hour. Let's take this as a typical ironing:

2 tablecloths
8 napkins
1 lunch cloth
3 sheets
4 pillowcases
1 bedspread
12 towels
4 doilies
1 centerpiece
2 pairs curtains
2 shirtwaists
8 soft collars
1 dresser scarf
20 handkerchiefs
15 pairs hose
2 kitchen aprons
2 rompers
4 suits adults underwear
3 suits children's underwear
3 chemises
4 nightgowns and pajamas
5 soft shirts
4 children's dresses

Here is a total of 111 pieces. The hand iron method requires four to five hours. The electric ironing machine, provided the operator has acquired the knack necessary to operate it, will do it in an hour or hour and a half.

Show your doubting Thomases this list when they appear dubious about the speed of the ironer. This shows the number of pieces a regular domestic size ironer will handle per hour:

Sheets, dried and sprinkled	30
Sheets direct from wringer	12
Pillow cases, dried and sprinkled	50
Pillow cases direct from wringer	35
Hand towels, dried and sprinkled	90
Hand towels direct from wringer	60
Tablecloths, dried and sprinkled	15
Tablecloths direct from wringer	10
Napkins, dried and sprinkled	75
Napkins direct from wringer	60

If the element of time does not seem so important to your ironer prospect, spring this upon him. Point out this fundamental difference between the hand ironer and the machine. The user of the hand iron uses *her* energy to press out the clothes. The machine, on the other hand, relies on a *mechanical agency* to do the pressing. Then, to emphasize this important fact still more, take pencil in hand and do some figuring.

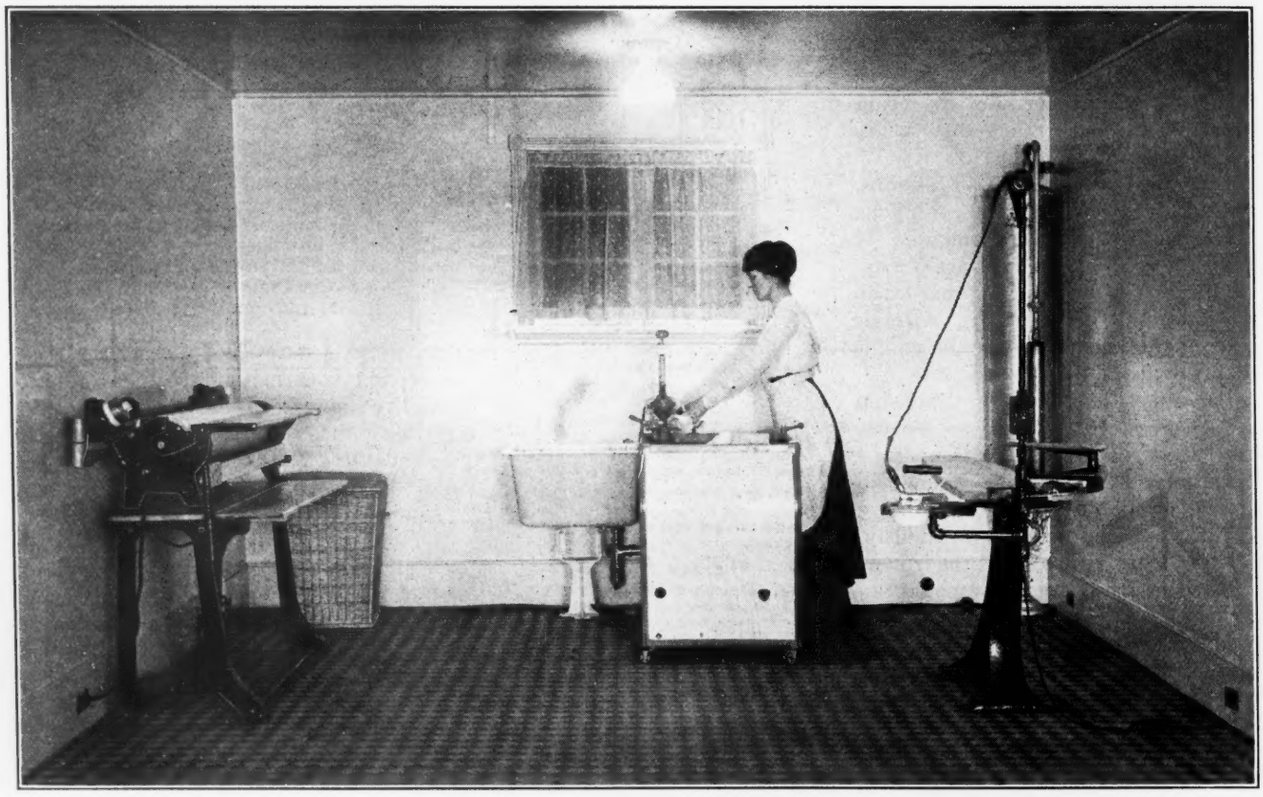
The average electric ironer has an ironing surface of approximately 1,000 sq.in. The hand electric iron has a surface area of about twenty-four sq.in. On an average table cloth of nearly 8,000 sq.in., which will consume the most energy and time—the hand iron with the twenty-four-inch surface or the machine with the 1,000 sq.in. ironing surface? Here is a point which your prospect has not analyzed and it will strike home.

One of the things that makes ironing such a monotonous job is the standing for hours at a time in front of the ironing board. Some of the more efficient housekeepers try to make a practice of sitting down while ironing in order to relieve the strain somewhat; but this is not always satisfactory, for unless one sits very high indeed, it is impossible to obtain the "purchase" on the iron necessary for good work. With most of the ironing machines now in general use, the operator can sit down in front of the machine as she guides her clothes through the rollers.

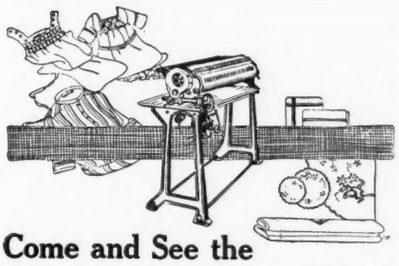
Any woman who has this fact pointed out to her will readily appreciate the advantage of being able to iron while comfortably seated. It is a fact that standing on her feet to do the ironing is almost as great a strain as the work of the ironing itself. A famous housekeeper has advanced the theory that it is not alone the actual work which tires, but the concomitants of that work which add to the energy to be expended. For example, she points out that it is just as much of a strain to hold in the proper position and at the right angle, a bowl containing a mixture to be beaten, as it is to wield the beating instrument itself. If you give it a thought, you can realize how true it is.

Comes now the question: "Will the ironing machine turn out as good work as the hand iron?" Unquestionably it will. Lots of people—and this number includes many in the electrical industry—harbor an idea that the ironer is splendid for tablecloths, sheets, embroidered pieces and the like, and really only practicable for these things. But it is also perfectly true that children's clothes, women's dresses, underwear and men's soft shirts, can be ironed quickly and well with the machine. I was rather skeptical myself about ironing these latter pieces with the machine. But after I acquired the knack—and it takes only a very little practice—I grew quite proud of my ability to turn out house dresses, children's clothes and men's shirts without a wrinkle. One or two machines on the market have various devices for ironing ruffles and hard-to-get-at corners to help out on these fine points.

The point is this: once a woman acquires the knack of handling the ironer and after she has overcome her instinctive fear and awe of this piece of machinery, she will find on each succeeding ironing day that she can make her ironer do some new trick. She will find the easiest way to iron shirts; the little stunt of ironing her handkerchiefs and nap-



Model laundry in the Philadelphia Electric Company showroom, showing electric ironer and other laundry equipment properly placed and available for instant, practical demonstration. "In this laundry," says Miss Zillessen, "each of the eight saleswomen did a washing and ironing every week, so that they were thoroughly conversant with these appliances. During an ironing machine sale held later on, these girls were very successful because they could show what the ironer could do."



Come and See the
Electric Ironer at Work

THERE'S only one way to prove to yourself that the Electric Ironer can handle 85 per cent of your ironing—and that is to come and see it in actual operation at the Electric Shop, Tenth and Chestnut Street.

Men's shirts, children's dresses and rompers, lingerie, aprons—all the miscellany of the washing—are ironed here every day on the Electric Ironer. Every woman knows it does flat work beautifully—but come in and see it do the other pieces just as well, in less than half the time and with no labor.

Easy Payments

Come in today and see for yourself how much time and labor the Electric Ironer can save you.

Still some mighty fine bargains left in the clearance sale of used electric labor-savers—irons, sewing machines, cleaners, washers. Startlingly low prices—easy terms in many cases.

***The* PHILADELPHIA ELECTRIC COMPANY**
Tenth and Chestnut Street

An ironing machine advertisement which in conjunction with actual demonstration has been successful in selling ironing machines in Philadelphia.

kins folded and putting through a number at a time; and she will become so expert that she will never let the roll go round unless it is working to capacity. This confidence in her own ability to handle the ironer must be vividly impressed on the prospective customer.

It might be well to add that the manufacturers of ironing machines have done mighty well with their instruction books. Almost without exception, the instruction books of about a dozen of the leading ironing machine manufacturers which I have studied have been most clear and explicit, illustrating all possible points with sensible and to the point photographs. This is another talking point for your prospective customer.

How Little the Ironer Costs to Use

Your customer will almost always bring up the—to her—excessive cost of this machine for ironing clothes, and she will probably have only the most vague idea of its cost of operation. You can show her how the ironer will save its cost the very first year by saving laundress's wages. It costs from $3 to $4 a day now for a woman to come in and do washing or ironing—or $150 a year. By eliminating this outside help, the ironer pays for itself the first year. The operating cost is surprisingly low—lower, even, than that of the electric iron. Ironer manufacturers figure that it costs from three to five cents an hour for both the gas and electricity to operate the machine. And remember that it takes only about two hours to clean up a really sizable ironing. This almost negligible cost of operation should prove a very strong talking point, particularly because it will come in the nature of a pleasant surprise.

The Ironing Machine an Aid to Higher Living Standards

Then there is another feature about machine ironing which sometimes may prove a very strong argument, and then again mean nothing at all. It all depends on what kind of a customer you have in tow. Some people, you know, will do almost anything to eliminate work. That is, they will use paper napkins, oilcloth on the dining-room table and sleep on unironed sheets, because they figure only on the amount of work saved and not on the imperceptible but sure lowering of their living standards. To women of discrimination, however, you can point out how the possession of an electric ironer will mean plenty of fresh clean clothes, immaculate table linen all the time and, generally, that very great and desirable luxury of a reckless profusion of clean linen and clean clothes, without appreciable extra expense or work.

To sell ironing machines needs stimulation of interest in the feasibility of machine ironing, and actual demonstration. Educational work, whether through salesmen or advertising, may be successfully based on the five points outlined in this article, for they are the fundamentals involved.

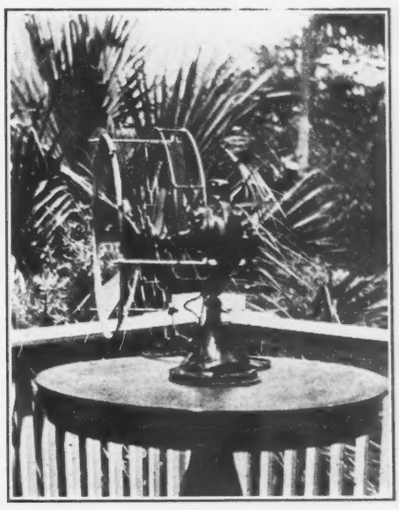
It is much easier to give practical demonstrations of the electric ironer than it is to demonstrate most other large appliances. All that is needed is the machine connected for actual use, and clothes properly sprinkled. Let the ironing be done in the window or in a prominent part of the store and have a large sign, conspicuously lettered, calling attention to the fact that these clothes displayed were ironed entirely on the machine. The clothes should include one or two men's soft shirts, a pair of children's rompers, a woman's gingham house dress, lingerie, a waist of rather simple design, some children's undergarments, some heavily embroidered centerpieces and some initialed towels or napkins.

In one big electric shop boasting of a model kitchen all of the eight saleswomen did a washing and ironing every week, so that they were thoroughly conversant with these appliances. During an ironing machine sale which was held later on, these girls were very successful for the simple reason that they knew all about the machine and could iron anything from a house dress to a man's shirt, to prove what it could do.

It's the visualization of what the customer feels to be impossible which oftentimes closes the sale. If a prospect says the machine won't iron her husband's shirts, iron one then and there and prove to her that it will. While showing her how to do it, instill in her the confidence that she, also, can do it.

That's the secret of selling ironing machines—show your prospects what can be done on them!

"Breaks Up" Direct Breeze from Electric Fan



To those who are not able to stand the direct breeze of the electric fan a new method of "breaking up" the breeze and scattering the current over a large area will be of interest. A deflector may be attached to the guard of the fan, made up of two disks, one movable, the other fixed, concave and convex. These disks are nested one within the other, and rotate on a pivot. The convex side is toward the fan. In this way no draft is caused by the fan—a desirable feature in the sickroom, or in offices where desks are usually covered with papers.

Bill Goodwin Is Making Things Hum!

THE OFFICES of the Society for Electrical Development are a changed place nowadays. "Things are doing" there, and things are getting done. At last the Society is taking its real place as a central clearing house of the electrical industry in all its branches.

The Editor dropped into the Society's building about six o'clock one hot evening last week and asked the elevator man if the S. E. D. office would likely be open at that late hour.

" 'Deed, yes, boss," he replied, "those fellows are here 'til ten and eleven o'clock most nights now. And they get down here at eight o'clock in the mornings, too. I can't understand what's come over the place in the last month. Got a new manager or somep'in, I hear. And you ought to see the lot of people they have come in to see them nowadays, too. Third Floor! This's it. Down that corridor and turn left."

When Bill Goodwin took full charge of the Society for Electrical Development June 1, it could have been predicted that things would begin to hum thereabouts. A new spirit of energy, optimism and achievement now pervades the offices. Men who know the electrical industry and are thinking broadly about its problems have been added to the staff.

Goodwin himself, besides laying new organization plans and outlining a great program for future work, has been keeping up his tremendous schedule of outside trips to aid local electrical organizations. Within a month he has addressed the National Electric Credit Association the Westinghouse Agent-jobbers; the New York contractors; the New York City jobbers; the Electrical Supply Jobbers Association at Hot Springs; the Commercial Section of the N. E. L. A.; the Chicago Electric Club; the Chicago City Council (protesting against the pernicious Chicago license ordinance); the editorial and business staffs of the McGraw-Hill electrical papers; a meeting of Buffalo contractor-dealers and jobbers; the Canadian Electrical Association; the Electrical Development League of Quebec (which he himself helped form at Montreal last October), and as this is written he is spending a week helping to set in motion Electrical Co-operative Campaigns in Detroit and other Michigan cities!

Bill Goodwin is making things hum!

—EDITOR.

Economic Development of the Industry Is Object of Society for Electric Development

By C. HILL GRIFFITH

Director of Publicity The Society for Electrical Development, Inc.

ON THE BOOKS of the Electrical Industry, under the word "Overhead" appears an entry labeled "Development." It is vital to the progress of our Industry that the amount charged under this heading should be ample to accomplish its purpose. On the other hand, not one cent should be spent for development, education of the public, promotion—call it what you will—which is not productive. We must spend carefully.

At a recent meeting of the Board of Directors of the Society for Electrical Development it was unanimously agreed that the Society should stand for the most economic conduct and development of the industry as a whole, just as it preaches economic practices to branches and individual units. One of the biggest and most important tasks of the staff of the Society therefore will be to find out what proportion of the gross income of the Electrical Industry should rightly be spent for development purposes and how this sum can be distributed.

Obviously "duplication of effort," which causes duplication of expense, must be reduced to a minimum—if it cannot be eliminated entirely. In the field of trade and industrial associations there must be no such thing as competition. None of these associations should usurp the rightful activities of private business nor should private business organizations undertake work which may be more effectively and economically performed by associations.

As we see this matter of association work there are certain definite things which must be accomplished in order that the electrical industry may develop and hold our position as the leading industry. Some of these tasks bear on the relation to the public of the industry as a whole; others have to do with the internal commercial and economic development of the industry; still others concern but one branch, are "family" affairs, so to speak, while yet other matters pertain to the relations of one group, branch or "family," to another. Matters concerning but one group certainly may be most economically and effectively handled within that group, but we must examine all phases of each problem to determine just what interests may be affected by its solution.

It is unfair to tax all for the carrying on of work benefiting one, but first of all let us fairly decide that a certain activity does *not* benefit us before we object to bearing our share of the cost.

Mr. Goodwin, in outlining future activities of the Society, has mentioned the plan of studying the problems of installment selling and assisting members in the financing of time payment contracts by placing them in touch with the market for such paper. At first glance this might appear to be an activity of benefit to dealers and central stations only. But can any one fairly say that a plan which will assist the dealer to sell more merchandise and to keep more working capital available will not be of very real benefit to the jobber? And surely the manufacturer is materially helped when it is made easier for

All money spent by the Electrical Industry for development must be productive.

There should be no competition between electrical trade associations.

Each activity of S. E. D. benefits, directly or indirectly, all branches of the industry.

The Electrical Industry has a big job on its hands—big enough to command the support of every one of us.

Wherever we are to go from here will depend on the brand of co-operation we use—beginning now.

the central station or the dealer to sell more and to finance his business.

Direct or Indirect Benefits for all Branches

A school for bond salesmen is proposed—a school which will teach the securities salesmen what they must know to sell *electrical* securities more intelligently.

"That's for the central stations," cry some of the manufacturers, jobbers and contractor-dealers; "Where do we come in?" But are the central stations the only ones who must market securities? Are there not manufacturers, jobbers, yes, even contractor-dealers, who must go into the market for money? Nevertheless, admitting, for the sake of argument that the central stations will be more directly benefited by this proposed activity of the Society, the thoughtful manufacturer will tell you that he "comes in" in a mighty vital way, because, if the utilities are unable to raise the capital necessary to make needed extensions of plant and lines, *he* will sell no machinery or electrical supplies.

And the jobber and the contractor-dealer already know what it means when the light and power company cannot supply demands for service. The fact of the matter is that the manufacturer, jobber and contractor-dealer are vitally concerned in making sure that the central station can prosper and expand.

Charles Stone, manager of the Lighting Department of the General Electric Company, Schenectady, N. Y., and W. L. Goodwin, sun themselves in the warm sunshine after a Mohawk Valley snowstorm, and talk "One Voltage, One Frequency, and One Kind of Attachment Plug!"

Consider, too, the past and present activities of the S. E. D.—activities which will be continued with greater and greater energy as the necessary support is provided. It would be difficult to single out one phase of the work of the Society which benefits one branch of the industry to the exclusion of all others. Of course the advertising service of cuts and copy helps the contractor-dealer and central station more *directly* than it does the jobber and manufacturer. But, on the other hand, much of the statistical data and market information is more useful to the producer and distributor of electrical supplies and equipment than it is to the other members of our industrial family.

This is a closely bound together industry of ours. Of course the Society has no wish to promote development in one branch to the exclusion or neglect of the others; but even should it wish to play favorites, and surely there is ample evidence that it has no such desire, it would find it exceedingly difficult to do so.

We have a stupendous job on our hands, we who are working heart and soul in the electrical field, a job big enough to tax the energy of every one of us. Then, for the sake of the future—and the present—of our industry let us not waste any of our energy in duplication of effort.

Having eliminated waste motion—duplication—let us then give our whole-hearted support to the organizations which are best able to advance the electrical industry and all its divisions.

Co-operation has brought us to where we are today and wherever we go from here will depend pretty much on the brand of practical co-operation we use in the future—starting right NOW!

Goodwin's Program for the S. E. D.

Some of the Things, Needed by the Industry, Which the Society Can Do—Without Duplicating Existing Association Effort

A school for bond salesmen is to be established so that they can obtain the background of the electrical industry and be taught to sell electrical securities more eagerly and successfuly.

A thrift league is to be started within the electrical industry, not only to encourage saving but to direct the investment of these savings in electrical securities. A responsible finance committee will be organized to give advice.

A legal department will be established to watch the activities of government and state legislation as it affects electrical men. This department will inform the industry as to the drift of legislation in all sections and advise it how to express approval or disapproval or how to adapt itself to the new laws.

An expert statistician will be set to work to develop data and statistics from government, financial press and other sources and prepare them for actual practical use by the different branches of the industry interpreted and analyzed for the man who needs them in his business. These statistics will not be merely field, but sent out for the general good.

The problems of installment selling will be studied and a handbook prepared for the assistance of dealers and central-station companies, backed by a service that will assist all members in the financing of installment contracts by placing them in touch with the market for such paper.

A speakers' bureau will be established on a basis that will enlist a corps of speakers who will be available whenever an opportunity arises to present the message of the electrical industry to an audience of whatever sort. Thus our story will be more effectively told to chambers of commerce and all the other bodies throughout the country whose interest and appreciation can be made so valuable. Skeleton speeches will be prepared for the personal use of members for any kind of occasion for which an address may be needed.

Regional committees for the guidance of public opinion will be formed among the business men of cities and towns—men who are not in the electrical industry themselves but who appreciate the civic value of electricity and its influence in every industry. These men can and will bring tremendous support if they are so organized.

A correspondence school will be established to provide courses for a broad variety of subjects that will train men for different jobs in all branches of the industry.

A contact with universities and colleges will be built up that will influence the electrical education offered to the young men of this country. The industry needs more than specially educated engineers. It needs trained business men as well, and the society can help toward this.

Careful trade surveys will be made as they are needed for the service of any group in the electrical business, and trade data will be maintained available to members in times of emergency.

A representative at Washington will keep in touch with the work of the different government departments, so that the electrical industry may know in detail what is being developed there of value to it and how to utilize the information.

Good-will publicity campaigns will be conducted as needed by the different branches of the industry, and the present service of co-operation with popular magazines and trade journals will be continued and expanded.

If you are a central station man with some extra money in your pocket why not try to make that money grow by investing it in a carefully chosen contractor-dealer business? Get the head of the business to think over the matter seriously. Perhaps the superintendent of his wiring department also has an interest in the business. If so, all three of you go over the books carefully.

Where to Put Your Extra Money

A Few Reasons Why Electrical Men Should Invest in the Electrical Industry and Some of the Results That Come of It

By W. E. BAYARD

MOST electrical men don't know what to do with their money. It is an unfortunate thing, this. And it is particularly unfortunate because the electrical man's money might now offer him such opportunities. There are so many things he *could* do that he *should* know what to do. And in the hope of gleaning some advice for him, I have been talking recently with several men—a number of whom, I believe, have found the way and proved the answer.

At the bottom of it all, of course, is the old, old trouble of not understanding money and what it is for. Most people think that money is just to spend. But as a matter of fact this is all wrong. You might just as well say that a motor truck is something to drive as fast and as far as you can make it go and that when it stops it should be left on the side of the road. Money is something to use, something that will go to work for you. The great value in money lies in the fact that every dollar can be made to work for you for life if you will only give it the right kind of a job. And this, I guess, is the biggest idea in the whole subject of finance. It is a pity that they don't plant the seed of this big thought in every head in every school and college in the land.

Before the war, the mass of the American people were not investors. The money that men made out of their business they deposited in savings banks or invested in mortgages. Most of the people had had no experience in purchasing securities—which means, in putting money into other businesses besides their own. Those who had laid by a little cash seemed to prefer to loan it on a mortgage because, I suppose, they liked the idea of being able to walk up to some house and rap their knuckles on the door and say—"Here is my money." A house is tangible A house is fixed. You can put your finger on a house and it feels more real than a stock certificate. So the typical American was not a buyer of securities.

It took the spirit of the world war to put across the idea of buying bonds. Within a few short years we saw people who were non-investors transformed into a nation of bond buyers. For patriotic reasons every man and woman in the land had investigated this matter of bonds and what they are and why. They had found out what a safe, simple, and satisfying thing it is to buy and own a bond and so they bought them. As a result there are bonds today in almost every home in every hamlet in the land. Now, I believe that this electrical industry of ours is going to see a similar experience. The fast quickening spirit of the electrical industry is going to bring about the same kind of new thinking on the subject of investment among electrical men that the Liberty bond

campaign produced among the masses of our people during the war. It is coming. It will be more gradual. That's all.

Most electrical men, I say, don't know what to do with their money. But it isn't that they have so much that they don't use. It isn't that they are indolent and just neglect it. It's worse than that. Most of us have really never thought about it. We have never stopped to ponder and decide with our own good common sense what should be done with the money that we make. In consequence, there isn't one electrical man in a thousand who has ever invested one cent in the electrical business where his money should be. He may have money tied up and working for him in his own business, which may be electrical, but that is different. I am talking about money that you have made and brought home and then invested somewhere else—given a job to do. Yet there are no end of reasons why electrical men should invest in the electrical business and there is no end of experience that proves the rule.

The Electrical Business Field As a Field for Investment

Of course, the basic idea of investing is to put your money into a business that is making money so that you may receive a share of its profits. Whether you buy stock or bonds it is the same. You loan your money to a business. When you invest, therefore, the question to be settled is what kind of a business should you loan your money to. You want to settle in your own mind what business is the most prosperous; what business is the safest; what business has the brightest outlook for the future. You want to choose a business that you understand sufficiently so that you can judge these points, and if possible a business that you can assist. And I say that electrical men should choose some kind of electrical business to put their money in, for all these reasons.

Every electrical man knows that the growth and prosperity of the electrical business is just beginning. He sees clearly why this is so. He knows how steadily and consistently the wiring of all buildings is proceeding with ever improving standards of quality and completeness. He knows that the number of appliances that are being sold into the homes is steadily increasing. He knows that the electric power and the industrial applications of electric heat are expanding constantly. He knows that electrical manufacturers and jobbers have not yet begun to develop the possible market; that the central stations and the contractor are going to grow and grow; that the dealer has just begun to feel the first pulse of the great market for electrical merchandise of every kind. The electrical man is satisfied, therefore, that the future of this electrical industry is safe. He knows that it is the greatest business in the world.

If this is so, surely electrical men should want to put their money in the electrical business. For these two reasons are conclusive: First, they should do it because they know more about the electrical business than any other. They understand better whether an electrical business has a good market, a good product, a good organization, a good business; whether it is going to keep on making money or not; in short, whether it is a good investment. This is the first and the more personal and selfish reason; but the second is no less important to each individual. The electrical industry needs capital—more and more of it, and electrical men should provide it. It needs capital invested by electrical men who understand the business and will make the most intelligent and helpful class of stockholders and directors. For every hundred, every thousand dollars put into some electrical enterprise gives it just that much more strength, more life, more power to expand, to advertise, to sell, to grow, and boost for everything electrical. When an electrical man invests in some other industry, his money may be safe and it may earn him a profitable return, but it helps some other industry. When he puts his money in some electrical business it helps his industry and that helps us and it helps him.

Get a Wider Vision of the Industry You're in by Investing in It!

This is the theory of it. Think it over and you will see how right it is and how important. Now the point is, how to go about it; and this is what I have been trying to get definite advice about, from electrical men who have put their meney into the electrical business.

In the first place, they say, of course—Don't put your money all in one place, in one town, or in one branch of the business. Get the security of diversity. Don't necessarily put it *all* into your own industry, but at least go fifty-fifty and distribute what you do invest in the way that will do you the most good. And this means to interest yourself in the kind of a business that either feeds into your own business or that you feed into.

If you are an electrical contractor with a few hundred or a few thousand dollars that is not invested profitably, look around you. You buy material from jobbers and from manufacturers. Which seems to you to be the most enterprising and prosperous of the jobbers who serve you? Invest a little money in the stock of that company. Get closer to them. Get their reports. Get their interest. Pick out a manufacturer of some staple electrical line that appeals to you. Put a little money into that company. Get their reports. Learn something of their bonds. Get closer and see how it helps.

If you are an electrical jobber, put money in some manufacturing business that feeds to you and then invest a little in contracting businesses in several towns. Buy stock in one or two light and power companies. Then keep in touch a bit with the affairs of their several businesses that now in part belong to you.

If you are a manufacturer invest a bit in some good jobbing house that sells your line. Put a few hundreds into good electric stores. Get a contract with the contracting and the central station businesses.

If you are a central station man try to buy your way into the inside of both the contracting business and a jobbing house. Get a wider vision on this industry that you are working in.

The whole idea is this—that the average man lives too close to his own corner. He views the electrical industry from his own desk chair. He thinks about the other branches of the business, but he doesn't know. He ought to know. And he can know. Let the contractor put a little money in a wire manufacturing business and he will get some new ideas on market trend that will be valuable for him. Let the dealer be a stockholder in a good jobbing business and he will have an opportunity to judge of the salability of new appliances, for instance, that will be money in his pocket.

Such a broadened interest brings advice, experience, and judgment, that is bigger than a one-job man can hope for. It also brings the

earnings on the invested money, which, for all its worth, will be the lesser profit of the two.

But the cash earnings are big, too, if you go at it right. I know one man, a jobber, who put $1,500 in a contractor-dealer business a few years ago. The first year they lost $1,000. The second year they made $3,000. At the end of the third year this chap got his $1,500 back and from that time on he has averaged $1,500 a year in dividends.

I know another jobber who put $500 in a wiring business twelve years ago. Today his investment is worth $20,000 and he takes out $4,000 a year.

I know a manufacturer who backed a good salesman who wanted to buy out a struggling electric shop. This manufacturer put in $2,000 cash. Now he draws out $5,000 yearly.

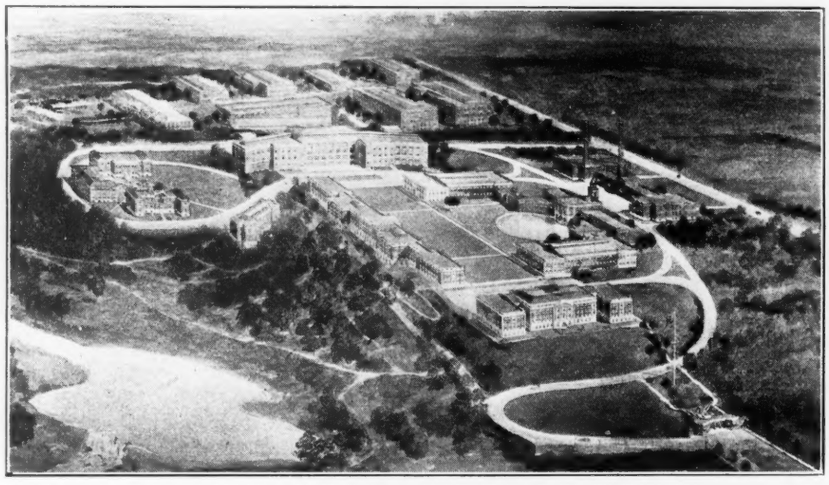
I know a contractor who put some cash into a small manufacturing business and it made him rich.

I know a central station man who has put a few hundred dollars into electric stores in half a dozen towns and now draws out a very nice little income from these side interests.

The trick is, naturally, to go into these situations carefully before you invest. If it is a strong going business that feeds into you, you know that your money is safe and buy largely for the information that the new contract will bring plus profitable interest. But if you buy into an enterprise that needs your money, you appraise the local market, and the man behind. You base your judgment on what you know about this opportunity that business has. You give it strength and guidance and your profits come.

The big idea, however, is that the practice of investing your savings in the electrical industry makes you bigger than a one-job man. You can make as much money in the electrical industry as anywhere else. But if you are an electrical man you can make more than just money. Electrical men should invest in the electrical business, and take profits in the two ways. Don't just bond it. Put it to work for all of us.

The Norwalk Electric Company has been chartered with a capital stock of $20,000 to engage in a retail electrical business. The incorporators are Joseph Caldwell, B. A. Seaton, J. J. Bailey, H. E. Sanders and F. H. Howe.



Here is Nela Park, the dream of Messrs. Terry and Tremaine, as it will appear when the plans of the National Lamp Works are completely materialized. Already the principal scientific, engineering and laboratory buildings of this "Acropolis of Lighting Science" are completed and in use, but the far-seeing founders of Nela Park wisely planned 'way ahead to the days when "The Hill" east of Cleveland will carry the even larger plant of executive offices and commercial laboratories shown in the picture.

National Lamp Works Celebrates Twentieth Anniversary

The annual Midsummer Conference of the National Lamp Works' managers, which occurred June 26 to July 2, inclusive, at Association Island, Lake Ontario, took on a festive character this year in observance of the 20th anniversary of the founding of the National Lamp organization. The conference was attended by about 150 officials of the National Lamp Works and by a few guests, mainly from other properties of the General Electric Company.

In addition to the meetings, customarily held, numerous features were injected for the purpose of reviewing the progress made, lampwise, during the past 20 years. A large number of stereopticon views of an historical nature were shown, and some of these photographs were incorporated in a souvenir booklet that was distributed to the members.

The Men and the Companies

The "National" was formed in 1901, its original member companies being the Fostoria Bulb & Bottle Company, the Fostoria Incandescent Lamp Company and the Sunbeam Incandescent Lamp Company. Of the latter company F. S. Terry was the founder and manager, while B. G. Tremaine, H. A. Tremaine, J. B. Crouse and J. Robert Crouse were the men behind the Fostoria companies. Mr. Terry, the Tremaines and the Crouses constituted for about ten years the "Advisory Board" of the National. It was the meeting of B. G. Tremaine with Mr. Terry that led to the organization of the National, and these two men, after successfully piloting the organization through 20 strenuous years, remain its vigorous and active heads today.

The Bryan-Marsh Company, the Buckeye Electric Company, the Columbia, Inc., Lamp Co., and the General Incandescent Lamp Company were acquired by the National soon after its organization, and were followed within a short time by the companies manufacturing Peerless, Packard, Colonial, Shelby, Sterling, Banner and other makes of lamps. In 1911 the National Electric Lamp Company was dissolved and merged with the General Electric Company, the former "member companies" continuing to function as Sales Divisions of the National Lamp Works of General Electric Company.

During the Island Conference, Messrs. Terry and Tremaine were each presented as a token of affection and loyalty on behalf of their organization, with an exquisite gift symbolizing the Twentieth Anniversary in precious metals, and containing the portraits of one hundred and fifty-seven of their past and present associates in the lamp business.

"The Electric Servant" is the name of a new shop recently opened at 42 South Main Street, Salt Lake City, Utah.

"Better Illumination" Exhibition Makes Good Start at Boston

Under the auspices of the Massachusetts Institute of Technology, the New England division of the National Electric Light Association, New England Electrical Supply Jobbers' Club, New England Section of the Illuminating Engineering Society, New England Electrical Sales Associates, Massachusetts State Branch of the National Association of Electrical Contractors and Dealers, and of other manufacturers, engineers and architects interested in lighting practice, a "Better Illumination Bureau" was opened June 15 at the Rogers Building, Boston, Mass., to continue at least one year.

In the Boston display forty-nine circuits and ninety outlets with varied fixtures have been installed in a room 49 ft. 7 in. long by 28 ft. wide, on the first floor of one of the principal buildings in the old home of "Technology." The exhibit is within about ten minutes' walk of the down-town district, and, like its predecessors at Cleveland, Chicago, Pittsburg, Philadelphia and Buffalo, is designed to show flexibility for demonstration examples of good and bad lighting, with opportunities for illumination measurement and regular lectures by experts upon various phases of industrial and commercial lighting.

A. L. Powell, illuminating engineer, Edison Lamp Works of the General Electric Company, Harrison, N. J., gave the initial lectures, and Prof. N. J. Drisko of the Massachusetts Institute of Technology, touched upon the significance of this and other forms of co-operation between the Institute and industry. It is estimated that the cost of maintaining this exhibit, including the installation expense, will be about $5,000 for the first year and $2,500 for each succeeding year in case sustained interest warrants its continuance.

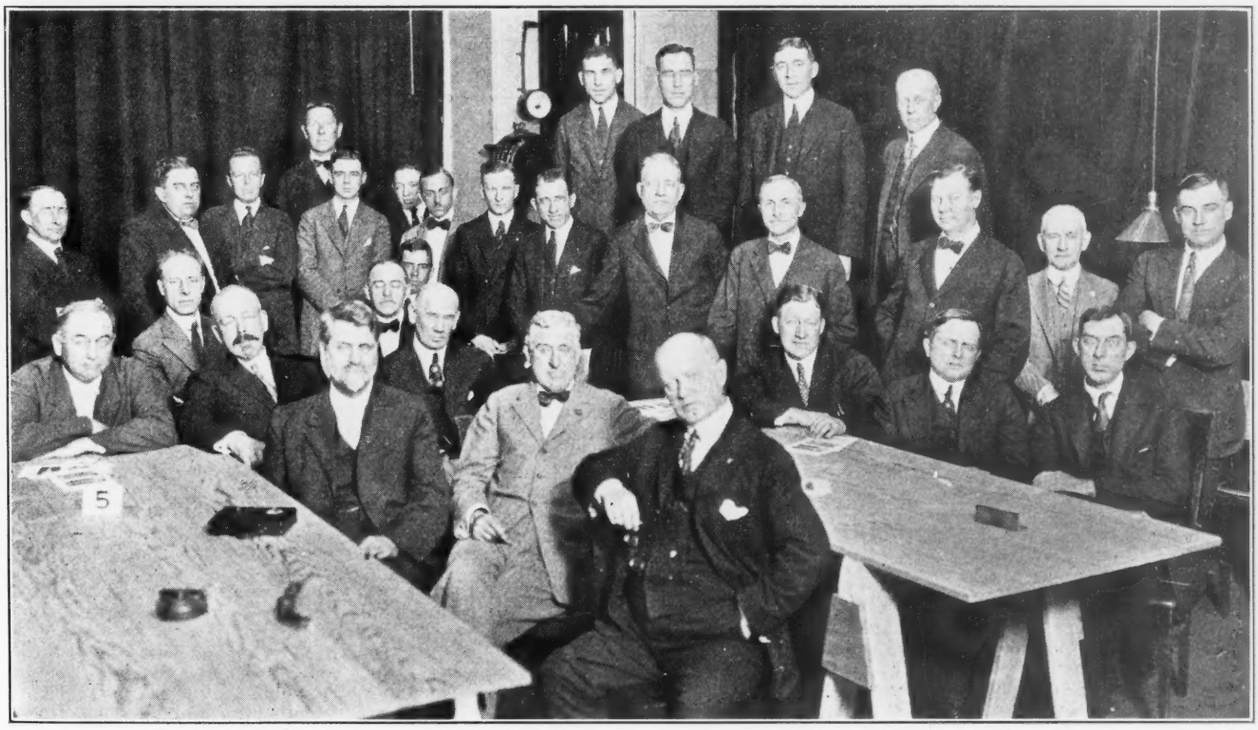
The various interests above mentioned have subscribed funds to establish and carry on the work for at least a year, and a careful system of following up the "prospects" developed by visits of interested persons will be put into effect at once. This includes memoranda from the bureau to the sources of invitation regarding the guests received, and periodical "check-ups" of better lighting installations secured as a result of the display, with estimates of the new business derived, energy sales, etc. Special emphasis will be laid upon the increase in production resulting from improved lighting and the safeguarding of industrial workers by proper lighting layouts.

The officers of the bureau, with the active committees, are: Chairman, H. F. Wallace; vice-chairman, F. S. Price; secretary and treasurer, J. E. Wilson, 263 Summer Street, Boston, Mass.; executive committee, H. F. Wallace, Frank S. Price, C. S. Davis; engineering, Prof. W. J. Drisko, R. R. Ringer, J. Daniels; finance, J. E. Wilson, W. F. Abely, C. B. Burleigh, V. M. F. Tallman; publicity, L. D. Gibbs, C. M. Stone, M. R. Griffeth and E. H. Whitney.

Copies of "the Goodwin Plan"

Samuel Adams Chase, special representative of the Westinghouse Electric & Manufacturing Company, 165 Broadway, New York City, has a number of copies of the pamphlet on the subject of "The Goodwin Plan" recently compiled by him and including reprints of a quantity of material that has appeared in ELECTRICAL MERCHANDISING. Mr. Chase writes that he will be very glad to distribute these to anyone who may be interested and who will apply by letter to his office.

Formal Opening of Industrial Lighting Exhibit, at Boston



Representatives of Massachusetts Institute of Technology, Electric Lighting Companies, Electrical Manufacturers, Jobbers and Dealers.

Back row standing, left to right—Julius Daniels, illuminating engineer; A. L. Powell, illuminating engineer, Harrison, N. J.; Howard S. Knowlton, New England editor *Electrical World* and ELECTRICAL MERCHANDISING; Prof. George P. Bacon, Tufts College.

Middle row standing, left to right—J. J. Caddigan. E. C. Kimball, L. L. Edgar, L. D. Gibbs, Boston Edison Company; Donald W. McIntosh, Union Electric Supply Company, Providence, R. I.; N. J. Campbell, Boston Edison Company; Frank J. Allen, Westinghouse Electric and Manufacturing Company; H. Cairnie, J. F. Davis, Western Electric Company; J. C. D. Clark, Boston Consolidated Gas Company; C. S. Davis, Westinghouse Lamp Company; William Coale, National Lamp Works, H. G. McConaghy, Boston Edison Company; D. C. Gidley, Crouse-Hinds Company.

Seated, left to right—R. S. Hale, Boston Edison Company; Merle R. Griffeth, General Electric Company; S. E. Doane, National Lamp Works, Prof. W. J. Drisko, M. I. T.; J. C. Norcross, Boston Edison Company; E. M. Coffin, Associate Industries of Mass.; W. H. Atkins, general superintendent Boston Edison Company; J. E. Wilson, secretary Bureau for Better Illumination; H. F. Wallace, president Bureau for Better Illumination; J. S. Patrick, Benjamin Electric Manufacturing Company; C. A. Strong, Westinghouse Lamp Company; C. H. Parker, Boston Edison Company.

$ Accounting, Credit and Finance $

Information, Ideas, Methods, Plans, Policies, News, Comment, Questions and Answers—All of Which Should Help You to Better Your Accounting Methods, Improve Your Credit and Solve Your Financial Problems

Put Your Financial Statement to the Acid Test

Financial statements weigh heavily with the banker when he is considering an application for a loan. He wants to know, among other things, the ratio of quick assets to quick liabilities, for these liabilities must be met out of these assets. This ratio determines very largely the solvency of the applicant for the loan. There are many other relationships in a financial statement which must bear the banker's scrutiny and criticism. Many of them are indicated in the comments that follow each of the three financial statements analyzed below. Will *your* latest statement stand the acid test?

Financial Statement No. 1

Current Assets		
Cash on hand	$1,659.53	
Accounts receivable	4,831.27	
Notes receivable	.....	
Merchandise	5,116.95	
Total		$11,607.75
Fixed Assets		
Tools and Equipment	$400.00	
Prepayments	.....	
Real estate	.....	
Other assets	.....	
Liberty bonds	900.00	
Total		1,300.00
Grand total		$12,907.75
Current Liabilities		
Accounts payable	$947.01	
Notes payable	1,412.75	
Accrued items	.....	
Total		$2,359.76
Fixed Liabilities		
Real estate mortgage	.....	
Capital stock	5,000.00	
Surplus	.....	
Profit and loss	5,547.99	
Other liabilities	.....	
Total		10,547.99
Grand total		$12,907.75

Current Assets

Based on the total business billed, $32,000, the current assets are in good shape. The cash on hand will take care of the notes payable; accounts receivable are away in excess of the accounts payable. Merchandising inventory is not at a high point but represents a fair volume of stock for the business done.

Fixed Assets

Tools and Equipment have been written down to a very low point. Under "Other Assets," Liberty bonds represent a second line of defense as they can be made to liquidate in a very short time very easily.

You Ask— We Find the Answer

"Accounting, Credit and Finance" is a new department in Electrical Merchandising. It is *your* department. Although its pages are open to information, ideas, methods, plans, policies, news, and comment that will help you to better your accounting, improve your credit and solve your financing problems, the chief purpose of the department is to give you an opportunity to ask that troublesome question and to give the editors an opportunity to find the answer. To this editorial service a number of prominent bankers, the National Electrical Credit Association, and other financial authorities have pledged their cooperation. If you have an accounting, credit or financial question you want to ask, send it in. If you are wondering whether you can obtain a loan at your bank and hesitate to approach your banker, send in your financial statement, and we shall be able to obtain expert analysis of it for you. Remember, you need not give your name or address. Look for your answer in this department. But if you wish to make yourself known, you may be assured that your letter will be held strictly confidential, for the editor's first law is: Never betray a confidence.

—FINANCIAL EDITOR.

Current Liabilities

When you consider "Accounts Payable" less than $1,000 and "Notes Payable" less than $1,500, here is a statement that a man can sleep on very comfortably.

Fixed Liabilities

Based on the potential earning power of this business, this is very conservatively capitalized. If every contractor-dealer could show a statement like this man has done the contractor-dealer trade could take care of the plant capacity of the electrical manufacturers and much of this talk about trade troubles would be a thing of the past. Because of the financial strength of the contractor-dealers and their capacity to do things, they could hold their own and get fair treatment from both manufacturers and jobbers.

Financial Statement No. 2

Current Assets		
Cash on hand	$216.96	
Accounts receivable	15,304.02	
Notes receivable	.....	
Merchandise	16,742.48	
Total		$32,263.46
Fixed Assets		
Tools and equipment	2,605.00	
Prepayments	319.56	
Real estate	.....	
Other assets, Liberty bonds	184.00	
Good Will	9,000.00	
Total		$12,108.56
Grand total		$44,372.02
Current Liabilities		
Accounts payable	$12,951.63	
Notes payable	5,025.25	
Accrued items	127.20	
Total		$18,104.08
Fixed Liabilities		
Real estate mortgage	.....	
Capital stock	25,000.00	
Surplus	1,267.94	
Profit and loss	.....	
Other liabilities	.....	
Total		$26,267.94
Grand total		$44,372.02

Current Assets

In the first place one may question whether these are really current. Cash on hand is too low. In fact when you consider that current liabilities equal $18,000, the shortage of actual cash could cause serious and immediate trouble.

Accounts Receivable

These are too high. This represents poor collections. The thing to do is speed up collection work, remembering always that in a pinch accounts receivable shrink. In a forced liquidation of this business these accounts receivable would be worth less than $12,000.

Merchandising Inventory

This is too high, particularly when you consider the market that we are in. Furthermore, probably this inventory was figured at the old price levels; not at the new. If this business had to be closed out hurriedly this inventory would not bring a full $10,000.

Fixed Assets

Under "Other Assets" the item "good will" is impossible. It should be wiped out entirely, thereby reducing capital and surplus account by that amount. There is absolutely no place for any item called "good will" in this statement.

Current Liabilities

There is a possibility of these becoming very current and when you consider the so-called current assets, the picture presented by this balance sheet is not a pretty one to look at.

Accounts payable as they come due can be staved off for a time but notes payable must be met with cash, or trouble quickly follows. The accounts payable are too large because the inventory is too high. This should be reduced between $6,000 and $8,000. By speeding up collections. notes payable can be reduced. With business as uncertain as it is, and new orders hard to get, and collections as slow as they are, notes payable are dangerous. With the proper follow up on collections there is no need for this business to have any notes payable outstanding.

Fixed Liabilities

Capital account and surplus account are now watered to the amount of $9,000, represented by good will. This business could stand from $3,000 to $5,000 additional working capital represented by cash, or its equivalent. This would wipe out the item "good

will," or at least reduce it to $4,000, because it would take at least $9,000 worth of stock to get $5,000 worth of real money into this business.

Financial Statement No. 3

Current Assets		
Cash on hand	$ 456.61	
Accounts receivable	5,176.92	
Notes receivable	4,612.64	
Merchandise	14,894.36	
Total		$25,140.53
Fixed Assets		
Tools and equipment	$1,800.32	
Prepayments	.....	
Real estate	.....	
Other assets	75.00	
Store fixtures	1,268.34	
Total		3,143.66
Grand total		$28,284.19
Current Liabilities		
Accounts payable	$6,064.85	
Notes payable	5,611.80	
Accrued items	275.25	
Total		$11,951.90
Fixed Liabilities		
Real estate mortgage	.....	
Capital stock	$8,100.00	
Surplus	8,232.29	
Profit and loss	.....	
Other liabilities	.....	
Total		16,332.29
Grand total		$28,284.19

Current Assets

When you add together the cash on hand, the accounts receivable and the notes receivable, you find the total equals about $10,000. Add the accounts payable and notes payable together and you find they equal $11,000. Under current assets in this kind of a market you cannot consider your merchandising inventory as being particularly current. In other words, cash on hand, accounts receivable and notes receivable are really the only current assets to offset your current liabilities. In other words, in this statement the vital current assets are too low; not only that, they are not in good shape, as the notes receivable and accounts receivable should be turned into cash. The cash balance should be at least $2,000 when you figure that there is $5,600 worth of notes payable coming due. The merchandising inventory is away too high. There is trouble at this point and plenty of it. In the first place, perhaps this was not listed at present prices, so at least 30 per cent reduction should be made for the shrinkage in values. Even after you have made this reduction, the inventory is out of proportion.

Fixed Assets

There is really no comment to be made here except that if the people who run this business had a normal merchandising inventory, and if some of the money tied up in stock was represented by liberty bonds and other good securities, such as sound central station bonds, etc., they would be in much better shape to weather this present period of business depression.

Current Liabilities

Accounts payable are high and notes payable are particularly high. There is considerable danger in this latter item. Both of these items could be reduced by proper liquidation of the inventory. Immediate action should be taken to reduce the inventory even at a sacrifice in order to clean up notes payable and reduce accounts payable.

Fixed Liabilities

Based on the net worth of the business, this surplus is a fictitious surplus and really represents a merchandising inventory whose value is questionable. As a minimum, the net worth of the business was represented by capital stock and surplus should be reduced by $5,000.

This is not a good statement, because it represents poor management—poor management in buying and poor management in the handling of current liabilities.

Ten Commandments of Finance

Prof. Charles W. Gerstenberg, director of the department of finance, New York University, gives ten rules to be followed by those who would be successful in retail storekeeping. Here they are, and it may be remarked that they are applicable to wholesalers and manufacturers, as well as to the retailer:

1. Don't engage in a new business until you have made a careful, unprejudiced estimate of its capital requirements and of its chances of making money.

2. Don't try to raise money until you have demonstrated your ability to use it.

3. Take all available means for acquiring all the capital you and your business can profitably use.

4. Don't engage in unprofitable side lines.

5. Don't count your profits until you've repaired your capital.

6. Keep your property on the firing line.

7. Keep enough cash on hand to meet emergencies and to seize opportunities.

8. Don't be penny wise and pound foolish.

9. Watch your investment eternally.

10. Know when to quit.

—*Printers' Ink.*

Assigning Your Lease

BY LESLIE CHILDS

As a general rule when a retail merchant decides on a location he desires a lease on the premises for a considerable period of time, and in consequence business leases usually run over a period of years. Such a lease may be, or may become, a very valuable asset; on the other hand it may become a liability, owing possibly to a change in circumstances, and the merchant holding same may desire to be released.

The question, then, of his rights and liabilities in case he assigns the lease becomes one of great importance. And in this connection, assuming that the lease is assignable and the landlord agrees to the assignment, an important point to consider has to do with the possible after-liability of the merchant to pay the rent stipulated in the lease.

Of course the rights of the parties in a situation of this kind may depend on the wording of the lease, and circumstances surrounding the assignment, and possibly statutory regulations. However, broadly speaking, without regard to particular circumstances, the mere assignment of a lease, in which the merchant has expressly agreed to pay rent, even though the landlord consents, will not release the merchant making the assignment from liability to pay the rent in the event his assignee fails to pay. And in order to free the merchant from this liability the landlord must not only consent to the assignment, but must also agree to release the other from this liability. This point is too often forgotten.

What a Financial Statement Should Cover

ASSETS		LIABILITIES	
Cash on hand and in banks	$2,800	Accounts payable	$2,500
Accounts receivable	8,000	Notes payable to banks	00
Notes receivable	200	Notes payable to others	1,000
Merchandise	5,000	Deposits	
Other assets (itemize)		Other current liabilities (itemize)	200
—Liberty bonds	500		
Quick Assets	$16,500	**Current Liabilities**	$7,700
Land and buildings	15,000	Mortgages	3,000
Machinery and fixtures	1,000	Other deferred liabilities (itemize)	
Other assets (itemize)		—As indorser	500
—Prepaid insurance	60		
Fixed Assets	$16,060	**Deferred Liabilities**	$3,500
		Net Worth	$21,360
Total	$32,560	**Total**	$32,560

Just what should a financial statement cover? A good answer is here supplied by the Federal Reserve Bank of New York and used by all its member banks. On its form for carrying a financial statement for a firm the assets and liabilities are listed as here shown. In this case a dealer wished to make a loan of $4,000, and the form is filled in as if the requested loan (Notes Payable to Banks.....$4,000) had actually been granted to the would be borrower. This procedure is followed in order to line up the assets and liabilities as they would appear if the loan were made, and so that the Federal Reserve Bank may be guided in rediscounting the commercial paper of the borrower, if called upon to do so at any time.

The N. E. L. A. Plan for Standardizing and Testing Appliances

Standardizing and Testing Division, Merchandise Sales Bureau

R. S. HALE, *Chairman*

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H. S. MIRRIELEES
W. H. MORTON
F. D. PEMBLETON
F. S. PRICE
C. P. RANDOLPH
W. L. RODGERS
W. M. STEARNS
W. D. TEMPLIN
E. D. TOLLES
RICARDO Z. ZIMMERMAN

THE report of last year's division was in favor of doing considerable work on standardizing and testing the various appliances sold as electric merchandise, and that such work in standardizing and testing should ultimately lead to the establishment of an N. E. L. A. bureau, which should pass on and either approve or reject all appliances that were to be offered for sale by central-stations, or that were to be approved by central-stations for sales in their territory.

However, in the discussions in the executive committee of the commercial section, and in the main executive committee, it was brought out that while testing of appliances and publishing the tests would be useful and valuable to member companies, and that a statement of approval or disapproval by an N. E. L. A. bureau would also be useful, yet that the first portion, that is, the testing, would expose the N. E. L. A. to no danger of criticism or otherwise, while the publication of an approval or disapproval of an appliance might cause a great deal of trouble and accusations of discrimination.

It was also brought out that in any case the testing had to be done before any N. E. L. A. committee or bureau could take action for approval or disapproval; therefore to begin by confining the work of the division merely to testing would not seriously delay the ultimate approval and disapproval if that should be thought wise. As the result of the discussion along these lines, the appropriation made for our work was on the basis that the work should be confined solely to testing and publication of the results of the testing without implicating the N. E. L. A. in any approvals or disapprovals.

Tests of Flatirons Have Been Begun

The division, therefore, took up its work along these lines and decided to begin with tests of flatirons.

As these tests, however, are only partially completed at the time of writing this report, a description of the plan and method to be followed can perhaps best be given by describing the plan followed by the wiring committee in its tests of heater cords, as the plan of the standardizing and testing division for flat-irons and other articles is expected to be substantially the same as that followed by the wiring committee in its tests of heater cords.

The manufacturers of heater cords were invited to submit their cords for test; the request being limited to those cords that were being put out for use on flat-irons of the domestic type and to cords that were approved by the Underwriters for such use.

Approximately thirty brands of cords were sent in by approximately half that number of manufacturers.

The cords were then tested for durability under bending, durability under abrasion, for inflammability and for conductivity.

A description of the methods of tests, intended to be complete enough so that similar tests could be repeated in any other laboratories, or in the manufacutrer's own laboratory, was then published together with the results of these tests on these various brands of cords.

The publication shows the cords only by a key number, no manufacturer's name being published, but no obstacle was put in the way of any manufacturer's publishing the results on his own cords if he thought the results were good enough so that he wanted to publish them.

Now, the central-stations and contractors and users of cords already know by experience as to what are half a dozen or so good satisfactory cords, though, of course, no one knows what are all the good cords.

A central-station or contractor or user can therefore continue to purchase the cords which he has already found by experience to be good but if he is offered a new cord as to which he has no experience, he can ask the manufacturer to submit to him tests on the cord that is offered similar to the tests on the cords already shown to be good by experience.

If the tests on the new cords gives similar results to the tests on the cords which are known by experience to be good, then there is a very reasonable probability that the new cords will be equally good, while vice versa, if the tests on the new cord give results similar to the tests on cords known to be of worse quality, then there is reasonable probability to suppose that the new cord will be of similar quality.

While we do not yet know that these laboratory tests, even though quite complete and searching, will accord exactly with the results of practical experience in use, yet if they do not it is hoped later to develop other tests, or at least modifications of these tests, so that ultimately there shall be available tests which will quickly tell a prospective purchaser what quality of cord he is buying without having it necessary for him to test out a cord by several years' practical experience before he can form a judgment on the value.

In the case of the flat-iron tests of the division, it is being arranged to test about half a dozen irons, of which two shall be of good reputation, two of medium reputation, and two of not so good reputation. As a matter of fact, tests of more than six irons are being made and will be published, as the Electrical Testing Laboratories had already started a number of tests of irons, the results of which they are very generously placing at our disposal.

Tests for Stability Efficiency and Durability

These tests will be for efficiency of the iron, that is, the ratio between the total wattage input and the useful work done. There will be tests for the heating and cooling to determine the time necessary to heat up the iron and the speed with which it cools down if the current is shut off. There will be tests for the temperature of the iron at different points, as on the handle, at the point of the sole-plate, the middle of the sole-plate, etc.

There will be tests for the stability of the iron, that is, for the ease with which it can be knocked over. This is perhaps a minor point and a number of the tests are of very minor importance, but most if not all of these minor tests are also very inexpensive to make.

The most important tests of the iron will be for durability, first under continuous heating, that is, what would happen if left on its stand under load. There will also be tests for durability under alternate heating and cooling, which should correspond to the probable life of the iron in actual use so far as the heating element is concerned.

A Broad Scheme for Appliance Test

This report of Mr. Hale's committee, outlining a broad plan for present and fuure tests of elecWrical appliances atcWed wide attention when it wa presented before the Commercial Section of the N. E. L. A. at the Chicago Convention in June.

Mr. Hale's discussion of the underlying test policies was supplemented by a detail appendix reporting the results obtained in the electric-iron tests conducted by the Electrical Testing Laboratories, New York City, under the supervision of Mr. Hale's committee. Copies of the full report and the appendix by Clayton H. Sharp and E. D. Doyle of the Electrical Testing Laboratories, can be obtained on application to N. E. L. A. headquarters, 29 West thirty-ninth Street, New York City.

There will also be tests for durability by bumping and jerking and such tests will apply not only to the iron, but also to the connections to the cord and also to the stand itself.

Standardized Tests that Can Be Repeated Anywhere

The idea is that these tests shall be standardized so that they can be repeated by any other laboratory, or by the manufacturer's own laboratory. We are also inviting manufacturers of irons to send in their irons and have them tested at the same time as the irons are being tested for the division, or if a manufacturer prefers to have his irons tested in another laboratory, or in his own laboratory, he has been invited to send in the results of the tests, and provided that we are satisfied that the tests are made by the same methods as those by which the tests for the division are made, we shall be glad to publish the results of such tests either with or without the manufacturer's name as the manufacturer may desire. If the tests show up well he will, of course, desire to have his name published.

Our idea is that as in the case of lamps, and as in the case of what we hope is goin gto happen for cords, these tests will enable any prospective purchaser of an iron to ask the seller to furnish similar tests of the new brand and then from the tests of the new brand, in comparison with the tests published by the N. E. L. A. the prospective purchaser can form a judgment as to what quality of electric iron he is going to get.

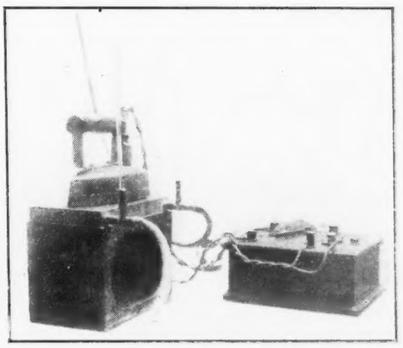
Although these iron tests will not be completed in time for publication at the spring convention, yet we have asked the Electrical Testing Laboratories to furnish a preliminary report as an appendix to this report and we feel sure that this will be of great value, although, of course, it will necessarily be incomplete because many of the tests to be made will not have been finished.

Studies of Other Appliances

In regard to other articles the division is planning next to take up toasters and heating pads and is working on the question of what tests should be applied to these.

Offhand it would seem as though the durability tests under heating, alternate heating and cooling, and under some form of light bumping test, would be the only tests to be applied to the toaster; and in the case of the heating pad, probably only the heating and alternate heating and cooling tests under different conditions. Of course, in the case of the heating pad, the thermostat is probably the key point, rather than the pad itself.

In suggesting that only the durability tests will be applied to these articles, the division is not meaning to imply for a moment that various other qualities are not very important. The convenience of a toaster, the artistic finish or good looks and the price, and various other things, are very important, but these things, such as the convenience, looks, price, etc., are things on which the purchaser needs no help or advice from the Standardizing and Testing division of the N. E. L. A. It is only in regard to things which can not be easily and simply determined by the purchaser that the N. E. L. A. should attempt to do work.



A continuous-flow calorimeter connected up to measure the heat efficiency of an electric iron. A stream of water of known quantity passes continually through the calorimeter, and from the number of degrees temperature rise through which this water is heated (as shown by thermometers at the input and outflow) the heat delivered by the iron can be measured.

Co-operation with Manufacturers' Tests

In regard to the vacuum cleaners, the division has found that the Vacuum Cleaners Manufacturers Association is planning to do work along the same lines. In order to avoid any duplication, the Standardizing and Testing division is therefore not doing anything on vacuum cleaners at present, but is keeping in touch with the manufacturers' association. It is very probable that if the vacuum cleaners manufacturers should work out some standard method of tests that the N. E. L. A. could very wisely approve such methods of tests ratheh than to try to develop other methods itself, and, of course, as soon as standard methods of tests are developed, the manufacturers of good vacuum cleaners will quickly begin to publish the results of tests on their brands.

The same remarks as on vacuum cleaners apply to the case of washing machines, where the American Washng Machine Manufacturers' Association is already actively taking up this work. In the case of the washing machines, they have apparently already developed some standard methods of tests for the wringer part of the machine, and very likely we shall be able to present as a second supplement to this report some report from the Washing Machine Manufacturers Association on the question of wringers and how a prospective purchaser can tell whether a new washing machine offered to him has a wringer that will stand up and be satisfactory under service conditions or not.

The washing-machine manufacturers are also planning to make similar studies and investigations in regard to the washing machine itself.

The foregoing gives a general statement of our activities to date.

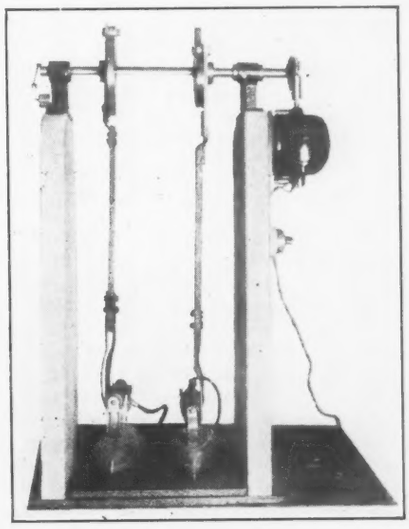
Our general principle is to work along the lines of inciting the manufacturers of various merchandise articles to standardize tests of their articles and then publish the results of such standard tests.

Cost of Testing Should be Borne by Customer

The ultimate cost of testing should be borne by the user. Further, the ultimate cost of testing should be really a negative quantity, that is, the making of these tests should in the end so improve the articles sold that the purchaser will get a better article at a less price than if the present method continues whereby the only method of determining whether an article is satisfactory is to put it into commercial use and then wait one or several years before the tests can be completed.

Although the ultimate cost of the tests should be borne by the user and although the easiest way to accomplish this is to have the manufacturers make all the tests and in fact have the manufacturers also develop the method of tests, yet in order to start the work it is necessary in many cases for the N. E. L. A., or some other body, to start things since until a reasonable number of tests, according to some standard method, have been made and published, there is no point in a purchaser calling for tests since he has nothing with which to compare the tests which are supplied at his request.

We feel, therefore, that the work of the Standardizing and Testing division should in all cases be pioneer work to start the work and to provide enough tests so that the manufacturers shall be willing to continue and make more.



A "bumping machine" built at the Electrical Testing Laboratories for testing irons and iron stands for shock. The fall and the character of surface can both be adjusted to any required value. Circuits are arranged to indicate open-circuiting, short-circuiting, or grounding of the heater element under the impacts of the tests.

Common Sense Merchandising*

Confidence in Our Goods; Advertising Through Newspapers, the Telephone and the Mails; Vigilant Salesmanship; and Service That Makes for Customer Satisfaction

By TOM J. CASEY
Vice-president Hurley Machine Company, Chicago

I OFTEN WONDER how many of our people fully realize that the business of merchandising electrical appliances is less than twenty years old. Only twenty years ago we had no appliances to sell. There wasn't any discussion in those days about merchandising, or better methods of distribution, or whether the power companies should do the job or the contractor-dealer should have the business—for the simple reason that we didn't have anything to sell, and consequently there was no need to worry about such matters. And during the last four years—think of it, during only four years—over seven thousand electrical stores were opened.

Now, it must be apparent to everybody that, having such a limited amount of experience, the man who is trying to build up a business selling electrical appliances has much to learn. Let us think for a minute of the other lines of business with which we are all familiar.

The men who sell carpets, furniture, clothing, hats, shoes and a dozen and one other things that we are all buying from time to time, have centuries of merchandising experience behind them. Those lines have been doing business, some of them, for hundreds of years and surely they must have learned many things from that experience, and it looks to me as if it would be a sensible thing for us to try to emulate the mehods they have employed so successfully.

Take the Matter of Good Will

You know if you walk into a store to buy a pair of shoes or a hat or anything else, you are always told by the salesman that the particular article he is showing you is the best that you can get. He always recommends it in the most glowing terms, and if you have enough confidence in him to believe what he is saying, you will probably purchase the article, whatever it may be, and leave your money with him. But if you lack confidence in that man you surely would not be foolish enough to believe what he said, and, consequently, he would have no opportunity of securing your order.

The people who come into our stores are actuated by the same impulses as are we ourselves, and when we stand up in our electrical stores and we tell people that this is the best flatiron or the best curling iron or the best washing machine, vacuum cleaner or anything else we are selling, if the people believe us, if they have enough confidence in us to believe us, we stand a very good chance of getting the order, but if they lack confidence, if we have not secured their confidence and if we can't hold that confidence, we have absolutely no chance to sell those appliances.

"Good Will" Is Nothing But Confidence

There isn't a man who runs an electrical store, or a man who runs a business of any kind but who figures he has a certain amount of good will attached to that business. Some of you men who are in the power companies rate your good will at a tremendous amount of money. But, tell me, did anybody ever walk into your store or into your office or into your manufacturing plant, and put his finger on anything tangible that he could call the *good will* of your business? No. Where have you ever seen a living soul who could come into your institution and place his finger on anything tangible and say, "That is the good will of this business"? Even though you may rate your good will at hundreds of thousands of dollars, there isn't a man that can put his finger on any certain thing and say, "That is your good will."

And why? Simply because this good will which is so absolutely essential to our success that we can't hope to do anything without it, that we can't hope to succeed even temporarily if we haven't got it, this good will which every man realizes is his greatest asset and the one particular thing essential to the success of his busines—that *good will is nothing but* the *confidence* that I was talking about only a few minutes ago.

It is nothing but the confidence of the people who buy from you or the people to whom you wish to sell, and if you lose that confidence you lose your good will. If you haven't that confidence you have no good will, and we all know that without good will there is only one thing left for us to do and that is to close the door.

But just for one moment let us consider the position of the man who stands up in his electrical store in any city in this country and tells the people of his community through the columns of the newspapers, through lantern slides in the picture shows, through billboards, and by word of mouth when they come into his store, that any particular thing that he is selling in that store is absolutely the best they can secure, when he knows that it is not the best, that there are other things that are better, that will give better service, that will last longer, that are easier to operate.

And yet because this man has invested his money in that particular article, because he is anxious to sell it and he wishes to increase his turnover, he stands up in his place of business and he lies—he lies to the people who are keeping his doors open and paying him a profit. And how can he hope to maintain that confidence which is so absolutely essential to his success when they take it home and find that he did not tell them the truth?

There isn't anything of greater consequence; there isn't anything that has more far-reaching effect in any business than to misrepresent the goods that are being sold, and in our electrical stores let's start today to tell the truth about the appliances we are selling. If we find that the goods are not what we thought they were when we bought them, let's sell them, yes, but sell them on the right basis. Let's not try to fool the public; let's not incur the enmity and the ill will of the people who are keeping our doors open, because once we do that our good will is gone and we are through. Now, so much for merchandise itself.

How Are We Going to Sell?

If we have the right kind of merchandise and we are ready to do business, the great question arises—how are we going to sell this merchandise? How are we going to build up a business? And you will find if you investigate the matter, if you study the situation a while, that you will come to the conclusion that there are three points which are absolutely essential to your success, three points which are so necessary that they form a sort

*An address delivered at San Francisco during the recent traveling Merchandising Conference.

of foundation for your activities, and those three points are,

Advertising,
Salesmanship and
Service.

Advertising brings people into the store, Salesmanship sells the goods. And the right kind of Service brings the customer back to buy again.

We can't hope to succeed in any retail store unless we do a certain amount of newspaper advertising. We must have advertising. Without it no business can ever make the progress that it should make.

Most dealers are convinced about the value of newspaper advertising and know they must have it. But I want to call your attention to two other means of advertising which I think are not being followed closely enough by the electrical merchant.

Advertising serves one function and one function only, and that is to bring people into the store. If it does that you can't ask more from it.

Use the Telephone and the Mails

But in addition to the newspapers you can bring people into your stores by using the telephone and by using the mails. Any man can figure out a nice little talk to use over the telephone to get people interested in any certain appliance which he wishes to move, but all that should be done over the telephone is to try to get the customer sufficiently interested to come into the store. It is a mistake to try to sell the appliance over the telephone. It can't be done. If we can only bring them into the store through this use of the telephone then we should be satisfied that we have done a good job.

And the use of the mail. How many of us are using the mail as we should? How many of us are sending out enough mail matter? How many of us think of writing a little sales letter on any certain article and sending it out to the customer that we think might be interested? And if we are doing that kind of work, or if the manufacturer is doing it for us, how many of us are using the right kind of a personal follow-up, getting a personal touch—the personal element—into the follow-up so that we will capitalize the interest that has been created either on the telephone or in the sales letter?

Personal Follow-Up Gets Results

I was reading the mail in the office one morning several years ago and I picked up a sales letter on a set of books in which I happened to be very much interested. There was an order blank attached and I put this blank aside, figuring that I must send it in and get these books. But something came up that took my mind off the subject of the books and I forgot about it. The next day I had to leave town and by the time I got back the matter was out of my mind.

Something like ten days later along came a follow-up letter with another order blank and again I made up my mind I must buy these books and must send this order blank in "today"—but the experience of the first letter was repeated and I didn't send it.

When I got the third letter I was still somewhat interested but the keen edge had worn off my desire and I didn't care whether I bought the books then or six months from then, or maybe a year later. Well, the ultimate result was, as in the case of the woman back in Wisconsin, I never did order. I never bought the books. Why?

I was sold. I wanted them. I was really anxious to have the books. The sales letter had done its work and had done it well. But nobody had made it quite easy enough for me to place my order. Yet if a salesman had called me on the telephone or had come into my office any time after I had received any one of these three letters, he could have had my order in about fifteen or twenty seconds. I wanted the books. All he had to do was to come and say, "Here, give me the order," and I would have said, "Sure, write it up and I will sign it." I really wanted the books and yet I didn't buy. And how do we know that the woman back in Wisconsin wasn't just as anxious to have the washing machine as I was to have the books? She may have been just as thoroughly sold on the machine as I was on the books and just as anxious to put it into her home, but nobody made it easy enough for her to order, so she didn't buy.

Now, you can see from that little illustration how necessary it is that we get the personal touch behind this work that is done either on the 'phone or in the mails, in order to capitalize the interest we are creating.

Tom J. Casey, the author of this straight-from-the-shoulder article, appears in the center of the photograph. With him are four of his associates of the famous General Electric Merchandising Conference staff which visited the principal cities of the United States during the last eight months. From left to right, Guy P. Norton, Duplexalite Company; H. B. Kirkland, Sprague Electric Works; Mr. Casey; Adam Page, Edison Lamp Works; and J. M. Smith, Ivanhoe-Regent Works.

Salesmanship in the Electric Shop

And then we come to one of our real problems—Salesmanship. What kind of salesmanship do we find in our electrical stores? What kind of effort is being put forth by the people who meet the public to interest them in the appliances that we are showing and to capitalize that interest for the sake of the proprietor and the cash drawer? Let me show you a little illustration of that.

Here is an electrical store with a washing machine right in the middle of it—and I use the washing machine as an illustration because it is one of the highest-priced articles that you sell in your stores, and every merchant who is alive to his job should be most anxious to move the high-priced merchandise to get a quick turnover on it. Now, understand that this is one of the appliances that we are most anxious to sell and consequently our sales methods ought to be better on this than they are on some of the smaller things.

Well, the washing machine is here (illustrating) and in walks a customer. I don't know why she came in; it doesn't make any difference, but here she is and she stops beside the washing machine.

Immediately some bright, ambitious young man walks up to this customer and says, "Madam, are you interested in this machine?" What does Madam say? What does she say—anybody in the audience. (From the audience: "No.") "No"—almost invariably the lady says "No." But tell me, if she is not interested, why did she stop? Why is she looking at that machine if she is not interested in it? Some people will say, curiosity. All right, let us assume that it is curiosity. Isn't curiosity a certain form of interest?

But the main fact is that it is none of the boy's business whether she is interested. It doesn't concern him in any way whatever whether she was interested when she came in, but it is his business to know that she is interested when she goes out. That is what he is there for. That is the only thing that keeps him in his job—to interest people in the merchandise that is being sold in that store and to develop that interest to a point where they can turn it into money, where they can make people buy because of the interest that has been created and developed until it means orders.

Avoid the Wrong Lead in Opening the Selling Conversation

Now, why should the boy waste his time asking that question? Just think of the position he places himself in. He says to the customer, "Are you interested?" She says, "No," and he is through. He can't talk any more. What can he say? Is he going to keep on talking about this machine and

thereby show the woman that he assumes she is lying? That is what it amounts to if he says any more about it. That is just the position he places himself in. And that isn't the worst of it.

He has violated a rule of salesmanship that is as old as salesmanship itself and that is, that no customer should ever be asked a leading question which can be answered "No," if "No" means that you are through and you can't go on talking any more. (Laughter and applanse.)

Now, why can't the young man say to that woman, "Lady, won't you please stand over here and let me show you where we put the clothes; let me show you how this machine washes; let me show you this little switch; put your thumb on it and see how easy it is to move that switch, that is what turns on the current in the machine." Oh, there are so many things that boy could have said that would have caught that woman's attention, which would have held her interest until he could have told her a few things which would make her want to have that washing machine in her home! That is salesmanship—not asking silly questions like "Are you interested?" when we know that that woman is interested, when we know that nothing else would cause her to stop and look at that machine—wasting her time and ours.

And yet it goes on all over the United States. That question has been asked and is being asked today, "Are you interested?" when it is of no consequence whether she is or not. The job of the salesman is to see that he gets her interested and to see that he develops that interest to a point where she is willing to spend her money for the appliance.

Has He Really Made a Sale?

Let's look at another instance. Same store, same customer, same boy. The lady wants to buy a socket—an ordinary key socket that sells for fifty cents. The boy takes it down out of the box; he wraps it up and hands it to the lady, then drops the fifty cents into the cash drawer and says, "I have made a sale." Has he? Has he sold anything? Not a thing. A customer came into the store and made a purchase. The lady bought something, but he hasn't sold her anything, and yet here he is surrounded by merchandise that will interest this woman—merchandise that this lady would like to have in her home, and the thought never enters the boy's head, "Well, I ought to show her a vacuum cleaner or flatiron, or a curling iron, or a toaster," or any one of a dozen other things that the woman ought to have in her home.

If you walk into any haberdashery store in this city and tell the boy behind the counter that you want a collar, what does he say to you? "Here are the styles, which do you prefer?" After you tell him the style and the size, the boy takes the collar out of the box and sets it down on a piece of paper, but does he wrap it up and say twenty-five cents or forty cents or whatever the price is?

Every man in the room can answer; every man here knows that he absolutely does not do anything of the kind. He immediately tries to sell something to that man who asks for a collar. You are shown a necktie, some shirts, handkerchiefs, socks; maybe it is only a belt, but that boy will try to sell something to you before you leave his store. Any why? Because he is a salesman; because that is one of the lines of business that has years of experience behind it and in all these years these people have learned that they must capitalize every customer that comes in the door—that the only customer, the only person who means anything to them is the *person inside their doors*. They know they can't sell the the people on the street.

The Only Customer Your Clerk Can Sell to Is the Man Inside the Store

They know the people in the street cars and automobiles mean nothing to them until they can get some means of bringing them in the door, and *once they get them inside the door*, that is the time to make sales—that is the time to take their money away from them—that is the opportunity to give them merchandise that is so satisfactory that they are going to desire to come back and buy more.

Why can't we get that kind of salesmanship into our electrical stores? Why can't we learn, first of all, the salesmanship, the merchandising that is used in these other stores, become thoroughly familiar with it ourselves and then see that the people who work for us are following the right lines when they talk to our customers?

Why couldn't that boy say to this woman when she bought her socket, "Lady, won't you step over here and let me show you this new washing machine," or "Here is a new ironing machine, or new flat iron." It might be a new style toaster or percolator or some other small appliance.

Women Are Interested in Seeing New Appliances

Why do I say he should bring her over to show her something new? For the simple reason that everybody knows that women are always interested in new equipment. Women are far ahead of men in that respect. They are always desirous of keeping themselves posted on the new things that are coming into the market and any time you tell a woman that you want to show her something new, I will guarantee that she will be perfectly willing to go look at it, provided she has a minute to spare. Try it and see if I am right.

That is salesmanship and all you need if you are an electrical salesman is to get the customer standing beside the article, get her interested in it, and know enough about it to convince her that you have the right article, and then if you don't sell it that day you have a chance to follow her up and maybe get her order a little later.

It is just as important to buy as it is to sell. If we couldn't buy merchandise we never would have anything to

One Sale That Failed—and Why!

A FEW YEARS ago a woman back in Wisconsin wrote us a letter asking for information on a washing machine. We immediately sent her the best sales letter we could write, sent a copy of that letter to the dealer who represented us in the town and asked him to get in touch with this woman and secure her order.

The following week I met that dealer and naturally I asked him if he had sold the washing machine the previous week to the woman who had inquired. His answer was "No."

"What was the matter?" I asked him.

Now, see if this sounds familiar to you — He said

"Oh, she never came in." (Laughter.)

So I said, "Did you call her on the 'phone?"

"No."

"Send anybody out to see her?"

"No."

"What was the matter? Didn't you want the order?"

"Sure, we wanted the order, but you know you sent us a copy of the letter that went to that woman, and we read it over pretty carefully, my partner and I, and we sort of came to the conclusion that there wasn't any use of us going out to see her because you told her more in the letter than we knew about the washing machine."

So that dealer didn't go near her.

He just let the thing drift, and the woman never did buy a washing machine as far as I have learned.

sell and if we are not going to be fair with our source of supply, how can we expect to be fair with the people who take our merchandise? And yet the man who keeps four or five machines there and tells the customer that one is better than the others is not fair to the others. He can't be fair to those other three or four people who are putting their merchandise into his store and trusting him to give them distribution, trusting him to be fair and honest, trusting him because they have confidence in him. It is impossible. You can't do it. You have either got to say to the customer, "This one is better than the rest," or else, "Lady, they are all about alike; take your pick." And when you do that you are putting yourself in the same position as a man who sells oranges and bananas out on the corner. There is no salesmanship; there is no merchandising ability there. There isn't anything there that we want in our electrical stores.

The Big Question of Service

As I go around the country I frequently hear electrical dealers make the statement, "Well, the manufacturers aren't fair to us fellows; they are selling to the department stores and hardware dealers and they sell to dry goods stores or drug stores or anybody else that will buy their stuff. Anybody can buy electrical stuff today."

And I say to them, "Well, what of it? Why shouldn't a manufacturer sell to these people?"—

"Listen, they don't know how to give service"—that is what they invariably say—"the hardware store, the department store, the drug store and everybody else that sells electrical devices, except the electrical dealer, doesn't know how to give service."

Possibly it is true. I don't say that it isn't; I don't say it is. I don't say it has any bearing on the matter one way or the other, but I do say that the electrical dealer who shouts all the time from one end of the year to the other that nobody but the electrical dealer should be allowed to sell electrical appliances is not giving the service he should give and in hundreds of cases he doesn't even understand the meaning of service. He looks at the cost only instead of what it means to him in building up good will, holding his customers and increasing his business.

Real Help for the Customer—and the Sequel in Profits

Let me show you a little instance. Here is a woman over here in the midst of her ironing on Tuesday morning. At ten o'clock something goes wrong with the flatiron. It won't heat. She is in a terrible fix; she is in a big hurry to get through with the ironing because she has a lot of other things to do. So she 'phones to the dealer who sold the flatiron to her. And she tells him her troubles. He says, "Don't let it bother you, Mrs. Brown. I will send somebody out there to take care of it for you." In a few minutes the man appears, the iron is fixed and the lady goes on with her work, happy and contented.

Now, you have heard of "back-door advertising" and "over the fence advertising." This John Smith, the dealer who sold that flatiron then gets some of that "back-door advertising" that no money could buy when this lady leans across the fence and tells her neighbor next door what a wonderful fellow John Smith is, how he helped her out of her trouble and how grateful she is to him. And then she leans over the other fence and she tells the same story to the neighbor on the other side. And in the afternoon she goes to her card club and all the ladies are told the virtues and glories of John Smith who saw that she got service when she needed service. And later she goes to her church social and again she tells the people what a great fellow John Smith is to deal with. And what does it mean to John Smith? It means that in the minds of these people is being put this thought: "That is the kind of a man with whom I would like to do business."

When the Customer Needs Service, See that He Gets It!

Now everybody realizes the tremendous advantage of getting customers who will continue to come back and who will not only give us all their business in our line but will recommend us to the people all around them. That is the kind of advertising that no money can purchase, that word of mouth advertising.

How are we going to get that thought of service into the minds of the people that we are trying to sell? What can we do to make these people feel that way about us and our stores and to make them anxious to come to us to buy and to come back again to buy more?

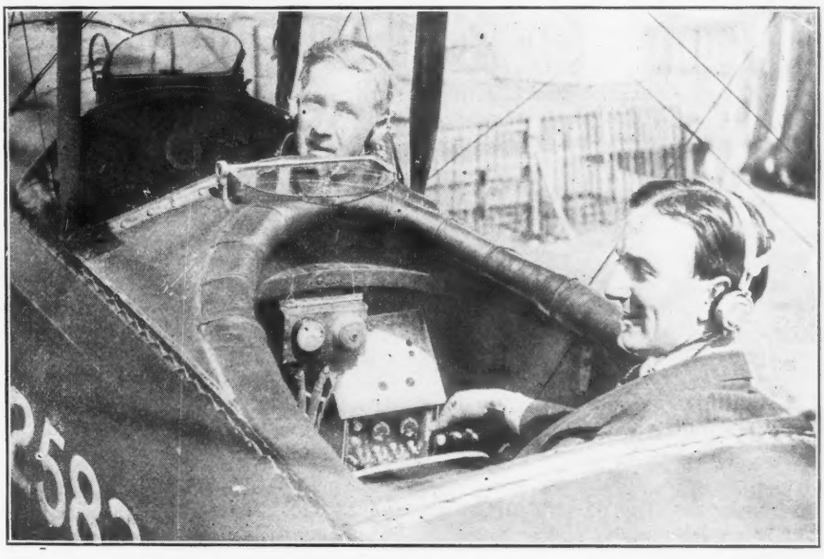
Only in one way: There is only one thing that we can do to be sure of that and that one thing is to be sure that they get the right kind of service, to be sure that when they need service they are going to have it, that it isn't going to be a question of whether it costs twenty cents or two dollars and forty cents or a dollar and ninety cents, to fix some appliance that is out of order and needs our attention, but the great point is to go and see that the appliance gets attention, to see that it is put in working order and to see that it is done as quickly as possible.

Because only through that kind of service can we prove to our customers that we are the kind of people with whom they would like to do business, that when they buy from us our interest does not cease when the goods leave our doors, but that our interest will last as long as the appliance itself, and that any time they need service they can get the service to which they are entitled, and the service for which they paid when they left their money.

That is the kind of service that is going to make them go out and boost us to everybody in the community, giving us the finest and most productive advertising any merchant can get.

And what does it all mean, this Advertising, Salesmanship and Service? What does it all lead to if properly followed along the right lines? It leads to more Business, greater Prestige and increased Profits.

The Wireless Telephone on the Aeroplane



The arrangement of a wireless telephone sending and receiving outfit in the cockpit of an aëroplane is shown in the picture as applied to one of the machines in the Baragwanath Aërodrome, operated by the South African Aërial Transports, Limited. With these sets speech is possible over a distance of 100 miles. A wire trailing below the aëroplane serves as the antenna and can be reeled in by the aviator before landing. Electrical energy for the wireless phone is provided by a generator driven by the rush of air.

Electrical Merchandising
The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. **Business comes to the man who goes after it.**
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

A Buyer's Strike? Never!

THE merchandise manager of a big Chicago department store declares that there has never been a buyer's strike.

"Never think it," he says. "There has been a retailer's strike and a manufacturer's strike. There has been a salesman's strike. Old-fashioned American selling ingenuity has been on strike. But there has never been a buyer's strike and there never will be!"

"A Box of Summer Breezes"

STILL ANOTHER IDEA to boost summer fan sales is the ease with which fan comfort can be brought to the home—from the packing of the fan in a small carton to the installation at home merely by plugging into the nearest socket. On a sizzling summer day, when every slightest exertion means discomfort, even small points like these will count. Remember—when a man wants coolness, he "want's it quick," and if he can grab a box from the counter and hurry home without a second's loss, so much the better.

Sell the Group and Go It Big!

SALESMEN for years have neglected the great local "small-industries" market for electrical equipment, because they have thought about *one* butcher shop, *one* bakery, *one* garage, and *one* office. And thinking of the single prospect, they have said "Oh, there's nothing much I can sell him"—and traveled on.

But in most cities there is a whole big family of grocery stores, a group of many hardware merchants and a sizable set of every other kind of local business men. Why don't you make the group your prospect, not the individual? They know each other. They watch each other. Sell one and the rest will know it. Sell one and the word will pass that so-and-so has just put in this new efficiency device that is going to help him make more money.

Take up each little class in your neighborhood industries. Make an exhibit in your store of every thing that you can do for them. Get them all in, one at a time. Then perhaps invite them all-together to dinner, when you can talk about boosting their business.

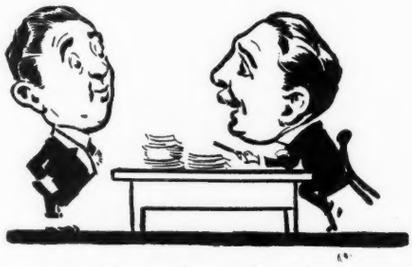
Sell them one group at a time and go it big. Then take another group!

Looking Beyond the Obvious

AN ELECTRICAL DEALER, who was interested in pushing the sale of electric glue pots, asked one of his men to canvass the town and solicit the woodworking establishments. Next day the salesman turned in four reports remarking, "That finishes *that*." Inquiry disclosed that he had thumbed the telephone directory and found two names listed under "woodworking" and two more listed under "woodwork specialists." He had solicited all four. His job was *done*.

The boss was a patient soul—he had to be. When he finished an eight o'clock supper and had played with the children and tucked them in bed, and had written a few checks for household bills and scanned a trade paper to keep himself from slipping too far back among the back numbers, he also thumbed through the directory for glue pot users. His list contained 12 advertising novelty makers, 4 antique furniture shops, 5 artificial limb makers, 21 automobile body makers, 3 baby carriage factories, and so on through the alphabet, including a cheese box concern, two coffin fabricators and a carver of chessmen.

You can whittle your own moral to fit this incident.



"Cheer Up. There ain't no hard times coming. It's only the soft times going!"

Lighting Sales in Summer Time

WITH the hot summer days comes the time to push indirect and semi-indirect lighting in locations where bare lamps or lamps in open glass reflectors are in use. High-tension filaments and abundance of light invariably suggest heat—"Where we have light, we have heat."

"Dark and cool"—are more pleasant summer associations, effects that may be secured with densely-screened or concealed sources of light. The effective use of this sales idea has landed a good deal of summer lighting business in the past.

The Women's Clubs—A Ready Made "Home Electrical" Audience

THE actor who plays to an empty house has usually only one thing to blame—his own poor acting. So with the electrical dealers who fail to find an audience for their story of electricity in the home. Their story is a good one. And the audience, at least, is always there—a picked audience, too, far more selective than the average theater can boast of. Its members are the women who belong to the women's clubs of any community.

And as for the size of this audience—New York City alone has 177 women's clubs, with a membership of more than 15,000—and the country at large has about 750,000 women club members. Every community of any size has its women's civic clubs, literary, music, mothers', teachers', press, advertising, home economics, nurses', business, relief and charity, school alumnæ, outdoor and church clubs. And, one and all, their members, being women, are interested in the home and household laborsavers, and particularly in what the electrical men has to offer them.

As a rule, the club women form the cream of a community—not only are they the small social elect, but they are "the women who do things." It is a point of pride with them to be always in the lead, to be the standard bearers of progress—the others, the stay-at-homes, are content and even eager to follow them.

So the electrical dealers, ambitious for record attendance at a local "Home Electrical," or seeking audiences for a series of talks on electricity in the home, can do nothing better than concentrate on the women's clubs. Win their interest, and the others will follow. It was done in Cleveland, where a definite schedule was arranged and announced in the newspapers, assigning dates for visits to the "Home Electrical" of every women's club in town. From two to five clubs were assigned for each day of the month the home was open, and this accounted in part for the large attendance.

"Dip the Lights" at 8 P. M. and Give Accurate Time to Every Home in Your Community!

Here's an Idea That Will Help Build Popular Good-Will for the Lighting Company

To the Editor:

I think this one of the best things I got in South America. But the technical and organization fellows in the electrical industry can't seem to get it.

Nothing could be simpler than the idea—they understand that, of course. But the technical fellows' reaction is apprehensive. They don't want to add anything to their station switchboard system. And the association fellows pass it along to one another in the familiar fashion, so that there is great activity without anything being done.

However, the fault is my own—it should have been put up to the sales end of the electrical industry in the first place.

The man who has to sell "juice" and things with which to use it, like lamps, motors and heaters, and on top of that sell good will for his company—what would he say to this:

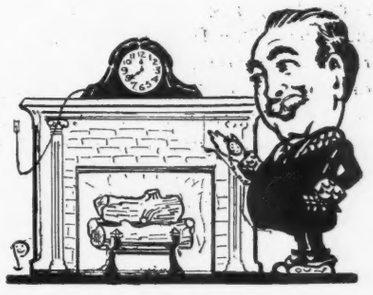
"Suppose you could make everybody in your community think of the company once every day in the year, not merely favorably but as rendering a welcome public service. Suppose it cost you nothing at all to render this service. Would that be worth while in creating good will for your company? Would you do it?"

Let the man who sells juice give his own answer.

The idea is that of an electric "time ball," accompanied by a momentary "dipping" or dimming of the lights at a prearranged time.

I ran onto it in Uruguay, the smallest and most progressive of all the South American countries. The first time it happens you may be in your hotel room, or on the street, and the second's dimming of the electric lights seems accidental. You remember that the Latin American is generally a rancher or lawyer rather than an engineer. The second or third time you may be in a restaurant or hotel lobby, and when it happens again, will observe people setting their watches. Somebody explains that this is the daily time signal, flashed wherever the Uruguayan government's electric lights run. It marks eight o'clock in the evening sharply, and anybody near an electric lamp can get the signal and the correct time—even in jail.

This convenience may have a bearing upon the Uruguayan's respect for appointments—something not common in other Latin American countries—and his business-like dealings and solidity. It may have something to do with the value of his money, which is higher than that of any other Latin American country, and Uruguay's leadership in good roads, telephones, the improvement of country towns, and other matters.



Why not use the regular electric service to send out a pre-arranged time-signal receivable in every home in your town? A simple flicker of the lights at say, eight o'clock every evening, would enable every electricity-user to set his clocks and watches accurately. The idea is simple; it would cost little or nothing to carry out; and it would provoke a friendly thought from every customer once each day toward the electric light company!

It's Hard to Get Correct Time

In most places throughout the United States it is difficult to get the correct time. New York City has absolutely no standard. Clocks differ by as much as five to fifteen minutes, which is too wide a variation if one wants to catch trains. The telephone operator would formerly tell the time, and the fact that this service cost the company a good many thousands of dollars a year indicates the popular demand for correct time. But the service was discontinued during the war, and it was not a scientifically exact service, because the telephone operator simply read the time from a watch on the switchboard which might vary several minutes.

It should not be difficult technically to flash Naval Observatory time over a city through lighting circuits, getting it by wire from Washington. The technical man would find a way if the sales department asked for it earnestly enough, and capitalized it through advertising and publicity. The technical difficulties would have to be very great indeed to outweigh the immense service to the public. I have sometimes wondered if it might not be an excellent service to demand of electric utility corporations by municipal or state law. Some other Yankee may drop into Montevideo one of these days and bring back the idea, not in the form of a suggestion, but as another law.

Will the fellows who sell juice beat him to it? JAMES H. COLLINS.

70 Fifth Avenue, New York City.

Marketing New Lines at a Profit

The Dealer Who Makes Money Is the Man Who Capitalizes New Developments of the Electrical Art in Terms of Consumer Sales

Boosting Summer-time Sales of "Radio"

For radio summer has always been a time of comparative dullness. Even though efforts have been made to carry the interest along these have met with little success. There are two main reasons for this condition: (1) The general exodus of the amateur from his home to the mountains or the seashore, and (2) "static."

This year a very great effort is being made to offset both such deprecatory conditions, and in order to realize what is being done it is well to consider, for a moment or two, the circumstances which have brought the two elements into being.

Where an amateur has a complete station in good working order, we frequently find that it has taken him a considerable time to purchase, install and tune the apparatus effectively. In most instances we also find that, though the station may be very attractive in appearance, it is more or less bulky and he does not entertain the idea of dismantling it to take it away with him, on his vacation. Instead, he generally seeks a large piece of cheese cloth and covers up the whole station for the summer, deciding to reopen it upon his return.

When "Static" Gets in the Way

In the second instance, where the amateur is not fortunate enough to be drifting away for his vacation and would like to keep his station in operation, he is prevented from doing so by the poor results it is possible for him to secure. This is due to an atmospheric electrical condition, called in radio vernacular, "static"—always worse in summer.

Static interferes with receiving and amateurs are never satisfied unless they are working over great distances. The fellow with the large transmitter wants to talk across the continent and the youngster with the Ford spark coil wants to work right up to its limit of six to fifteen miles. Unless they can do this they are not satisfied, and they cannot do it in summer.

Overcoming these conditions is not an easy matter, but steps are being taken by manufacturers and dealers throughout the country, which it is hoped will not only continue the normal demand but will increase it.

For the fellow who wishes to take his set with him, several manufacturers have turned out portable sets which include an entire transmitting and receiving station, and weigh, with all the necessary wire for the airial, batteries for operating it, etc., in the neighborhood of twenty-five pounds. These sets have a sending range of several miles and a receiving range of two thousand, or more.

Fly a Kite for the Aerial!

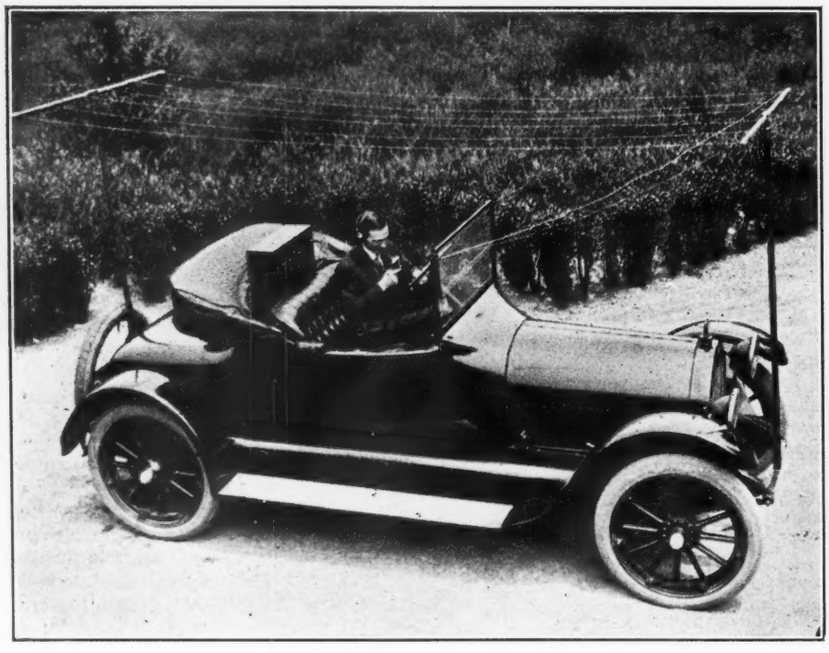
The difficulty of erecting an antenna, for use with such a complete "station" has been eliminated by simply flying a kite on wire instead of string. The kite may be taken apart, rolled up and carried without any difficulty. The kite may be put together and raised within a few minutes and the complete station can be put in working order, in less than twenty minutes.

The entire equipment of a set of this kind is assembled in an attractive carrying case and may well be included in the vacation-time luggage. It is designed to use a receiving set of standard design which will receive amateur waves as well as all others up to and including that of Arlington.

Such a set will undoubtedly find favor among those who would like to receive radio telephone concerts at their yacht club; among troops of Boy Scouts, in their field work; among farmers, for the receiving of weather and other reports.

Joining, as it does, the sport of kite flying, which is interesting in itself, with radio, it is bound to make new radio friends and will promote the sale of apparatus. Live radio dealers will find it to their advantage to carry a line of well-designed kites, for this sort of work, as there will be an unquestionable demand for them this summer.

One experimenter who has carried on experiments with this



Even the vacation-time automobile tour becomes all the more fascinating when the radio tourists can, at any point enroute "listen in" on the busy messages of the commercial and maritime world threading the ether all about them. The picture shows such a radio-equipped car. The automobile engine drives the 500-volt direct-current generator which supplies energy to the radio set.

The modern radio set is so light and compact that the "wireless bug" may safely take it with him even when he goes canoeing. On trips into the wilderness in vacation time he can continue to "receive" all the news of the busy world left behind him. The illustration shows one of the new light Grebe sets receiving from a kite antenna at the left.

portable set as well as with many forms of kites, recommends a five-foot "Eddy" or "bow" model for general use.

The combination of kite flying with radio will go far toward holding the amateur's own interest throughout the summer, as well as forming a desire among many other summer visitors to purchase equipment when they again take up their city abodes.

The matter of "static" is being taken by the throat by the pushing of the sale of transmitting apparatus of the "continuous-wave" variety, which in addition to being simple in assembly and operation, offers the distinct advantage of "carrying through" static much better than the older form of equipment. Such a continuous wave also permits the use of wireless telephony. Radio transmitting equipment of this kind now on the market includes a compact transmitter which can be assembled in a small carrying case. By merely inserting a plug in a lamp socket where there is alternating current, communication may, with a suitable antenna, be carried on, over distances up to thirty-five miles.

And Now the "Electro-Therapeutic Department"

As one device after another is gradually being added to the "Health group" of electrical appliances many dealers are finding it advisable to separate this group in their stores and raise it to the dignity of an "Electro-Medical Department" or "Electro-Therapeutic Department."

Often the "department" is nothing more than a separate counter or table for such appliances, but the very fact of separating them draws the customer's attention. Most people are interested in anything that may be applied to their persons, from face powder to electric baths. For this reason the "electro-medical department" may very fittingly include such appliances as the hair-drier and vibrator. In fact, anything intended for the care of the person will find a place in this department, such as:

Bedwarmer, Curling iron, Dandruff remover, Footwarmer, Hairdrier, Hearing device, Heating blanket, Heating pad, Immersion heater, Interval timer and alarm clock for sickrooms, Physical vitalizing outfit, Shaving mug, Therapeutic lamp, Violet ray outfit, Vibrator.

One New York store has a trained nurse in charge of its electro-medical department, although she herself expresses the opinion that any one could sell these appliances after a little training.

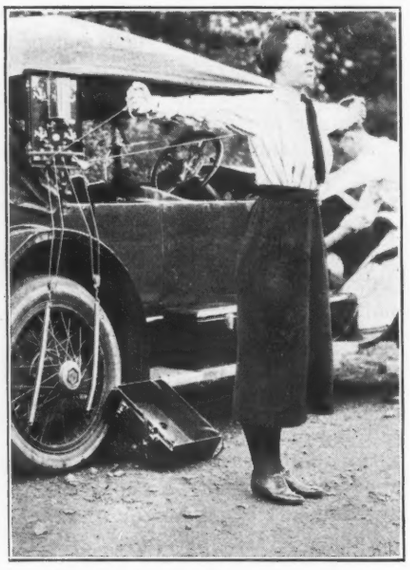
"I believe, however, a woman could best take charge of such a department," she says, "if only because women who wish to try the apparatus on minor ailments will confide their troubles more freely to her. The best way to sell the high frequency outfit is to give a demonstration right in the store, and many customers come in for this purpose, complaining of a slight headache or other pain.

Salesman Can Demonstrate, but Not Prescribe

"The electro-medical salesman cannot, of course, *prescribe* for ailments, but, when requested, he can show how to use the apparatus for an inflamed shoulder or headache, to demonstrate just how far away to hold it, and so on. In applying the high-frequency outfit he should be careful not to startle the customer with sparks, and should at first keep his finger on the electrode to take the electricity himself. Using it on the head to ease a headache, he should also keep it from touching metal hairpins or combs, to avoid a shock."

In the opinion of W. S. Wallace, sales manager for the Charles A. Branston Company, Buffalo, "violet ray high-frequency generators are not much different, from the salesman's standpoint, from any other electrical apparatus, except that the salesperson should know something

This entire section of the electric shop of the Commonwealth Edison Company, Chicago, has been set aside for electrical devices used in sick rooms, hospitals, etc. One counter contains violet ray outfits. Another counter contains a drink mixer, portable electric hair dryers, and vibrators. Air heaters are displayed on the show cases, and in the center of the rectangle formed by the four counters are pedestal hair clippers, pedestal hair dryers and pedestal vibrators. The two counters in the background contain galvanic batteries, foot warmers, air heaters, hair clippers, warming pads, electric combs, electric curling irons, disk stoves, hair wavers, ete.



A new health-giving apparatus that will add interest to your electro-therapeutic department—the "physical vitalizer." Even on motor tours it may be set up and put to work building muscles and relieving nervous strain. The device is made by the Physical Vitalizer Corporation, New York City.

about the human anatomy, and any one who has had a common school education has studied physiology, which covers all the information necessary on the human anatomy."

A new device which might find a place in the electro-medical department is an apparatus that combines electrical treatment with physical exercise. Mounted on the wall, it furnishes its own current from a battery. By going through a series of exercises while holding the handles at the ends of the conducting cords the user has the advantage of daily "setting up" exercises combined with the tingle of electric current through the body.

Have You Equipped Your Police and Fire Departments with Flashlights?

Pity the law-breaker in Colorado! The city of Denver has just equipped its entire police force with Eveready Spotlights, "the flashlight with the 300-ft. range."

Bootleggers, beware! The searching beam of this new light will find you in the darkest corners. Second-story men, you who depend on darkness for plying your nefarious trade, give Denver a wide berth, for this powerful light in the hands of one of Denver's guardians of the law will spot you sure. To be "in the spotlight" may cease to be a complimentary phrase in Denver.

And not in Denver alone. Perhaps anticipating that finding the city inhospitable, the crooks might take to the country, the Colorado State Rangers have also been equipped with these new lights. These rangers, who patrol the highways of the state and guard against forest fires and other dangers to the public, often have occasion to use "flash" signaling to get quick messages over great distances.

Emmet Moore, assistant general sales manager of the American Eveready Works, Long Island City, N. Y., points out that "these Colorado instances will suggest to dealers everywhere the possibility of equipping the police force and the fire department in their own towns with these new spotlights."

For the Battery Needs of the Motorist

For the additional convenience of the motorist, the Stuart Products Corporation, Chicago, is now supplying its "Make-Ur-Own" battery materials in small packages. Each package contains materials to make one standard 2-in. battery. It is convenient for motorists, inasmuch as the package can be thrown into the tool box and left there until a new battery is needed. There is no deterioration because the parts are not mixed.

Do Men Use Vibrators?—Why Not?

To show the wide practical use of electrical vibrators by men, and to refute the common belief that these appliances are simply for the beauty parlor and boudoir, the P. A. Geier Company of Cleveland has just issued a leaflet entitled "He Stuff" in which emphasis is laid upon the masculine arguments in favor of electric vibration.

"Vibratory massage gives the same effect as a rubdown, the writer of this brochure declares. "Pugilists, football players, wrestlers—all devotees of the hard, he-man games, have 'rubbers' to knead their muscles and stimulate their circulation. One can have the same treatment right at home without the aid of an attendant, by the use of an electric vibrator."

The sale of vibrators can be greatly increased by this masculine appeal.

Government Market Reports Broadcasted by Westinghouse Station KDKA

The test made by the Bureau of Standards, Washington, D. C., of the Westinghouse radiophone has been reported satisfactory, and a service has been inaugurated whereby the United States market reports will be sent broadcast through the Westinghouse radio telephone station KDKA, at East Pittsburgh, Pa., each evening except Sunday, at about 9:30, on a 330 meter wave length.

On Monday, Wednesday and Friday evenings, added to the Chicago live stock report will be the hay and feed report, and on Thursday and Saturday evenings, the grain report. Also on Tuesday, a potato or fruit or vegetable report will be given.

It is possible that farmers within a distance of hundreds of miles of East Pittsburgh will learn of the conditions and prices immediately after the market closing hour.

Standardize All Non-Standard Convenience Outlets!

Almost any type of exposed-contact receptacle can be converted into a standard receptacle to receive *the standard plug with parallel blades*, by inserting the proper "adapter," types of which are now being put on the market by several manufacturers of wiring devices. The picture shows how an ingenious adapter developed by the Metropolitan Electric Manufacturing Company of New York City can be used to convert from the open Chapman type of receptacle, to the standard parallel-slot type. Many non-standard receptacles which do not take the parallel-bladed plug are now installed throughout the country. Much confusion and future annoyance can be saved the public by fitting these non-standard receptacles with the proper adapter, thus converting them—for all time, and at negligible expense—to standard parallel-slot receptacles.

Hints for the Contractor

Ideas on Estimating, Stock Keeping, Shop and Construction Methods, Repairs and Maintenance, and Collections

Ten Principles of Trade Co-operation from the Pacific Northwest

Following are the recommendations evolved by the advisory committee of the Northwest Electrical Service League when the league was in process of formation:

1. That all member companies of the Northwest Electric Light & Power Company retailing electrical devices which have been established do so at a profit.

2. That all central station companies engaged in inside wiring business discontinue such business wherever the field is properly served by a local contractor-dealer.

3. That all member companies not already holding associate memberships in the state associations of electrical contractors and dealers be requested to apply for memberships in such associations.

4. That a co-operative advertising plan be formulated by the advisory committee.

5. That, for the general good of the industries, a plan be formulated to strengthen the weak links in the chain of electrical interests serving the public.

6. That a reciprocal plan of education be carried out between all the elements in the business.

7. That suitable machinery be set in motion to safeguard all branches of the industry from legislative and political injustice, and at the same time properly support corrective legislation and regulatory action.

8. That the very best thought of the men engaged in all branches of the electrical industry in this district be applied to the creation and development of a fixed policy that will have as its objective the establishment of the highest standards of business practice possible, so as to make our business from the standpoint of stability and usefulness comparable to any known line of activity in the community.

9. That the electrical interests be encouraged to use the greatest practical care in the selection of the men who are employed or induced to engage in the business, with a view that in the process of development they are most likely to prove a wholesale addition to the personnel of those already engaged in the business.

10. That member central station companies encourage contractor-dealers to affiliate with the State Contractor-Dealers' Association, in the belief that closer co-operation and better results can be secured by associated methods than can be obtained as individuals, due to the facilities provided for co-operation between the Contractor-Dealers' Association and central stations as now organized.

Discuss with the Customer the Matter of Overloading Circuits

One thing that very few electrical merchandising houses consider in selling electrical merchandise is that of overloading circuits. You can enter store after store, and buy any number of articles, such as electrical toasters, heaters, curling irons, sad irons, chafing dishes, floor lamps, etc., and the dealer will never take the trouble to suggest that you could probably use a two, three or four-way good multiple-socket plug, nor try to sell you one. Nor will he ever take the trouble to ask you anything concerning the circuit that the article is to be used on, or the size of the fuse plugs.

Naturally it would be useless to ask many customers such questions as they would not know, and again in many other cases such equipment is purchased for gift purposes. However, it is a matter of personal service that will sometimes result in extra business.

Central station companies have more "lights out" calls on account of overloaded circuits caused from hooking on too many appliances along with the usual load of lamps to burn than from any one other cause, and today it is costing the consumer around a dollar a call to have fuse plugs renewed by the company. Many consumers carry a stock of fuse plugs on hand, varying from six to twenties, many using nothing but twenties, on ordinary house circuits, while some use 30-amp. plugs, which are intended for main lines at the switchboard only.

The time is coming when the fire underwriters will take up the matter and conduct a crusade against overloaded circuits. In some cases resi-

A Window that Brought Housewiring Business—It Made the Passer-by Ask Himself, "What About My Own House?"

Until building starts in earnest again, wiring of old houses will continue to be the biggest part of the contractor's job—but people must be made to think of wiring the houses they live it.

A window display like this is one way to make them do it. In the first place, it stops every passer-by; in the second place, it induces the passer-by to ask himself, unconsciously, "And what about my own house?" The very exactness of the layout—wired toy house, garden, road, street lights, automobiles, and kewpie dolls—calls for closer scrutiny on the part of the passer-by. The National Electric Company of Butte, Mont., which put on the display, believes that people want their homes wired, but do not always know that they want it—and that a window like this will often put them on the right track.

dents get their lines so hot that even the rubber insulation on the wires heats up.

At the same time where the customer overloads a circuit with a newly-purchased appliance, and burns out a fuse plug, then sits in darkness for hours waiting for the "trouble shooter," the customer holds the trouble to be caused by the appliance, and holds the seller to blame.

The writer remembers distinctly where he had a sale of an electrical table lamp killed a few years ago by the blowing of a fuse plug. At that time the writer was soliciting business for a portable table lamp, from the subscribers list of one of the large heating and power companies. An installation was made in an upper flat, and the woman in the lower flat was practically sold, but wished to ask her husband about the matter first. The flat house was a converted residence, with two related families occupying the two apartments.

On the night after the installation of the first lamp in the upper flat the main fuse was blown, and the entire house placed in darkness. It was several hours before the "trouble-shooter" arrived on the job, and when the second sale was approached the next morning it was absolutely dead, and hard work was all that made the first sale stick.

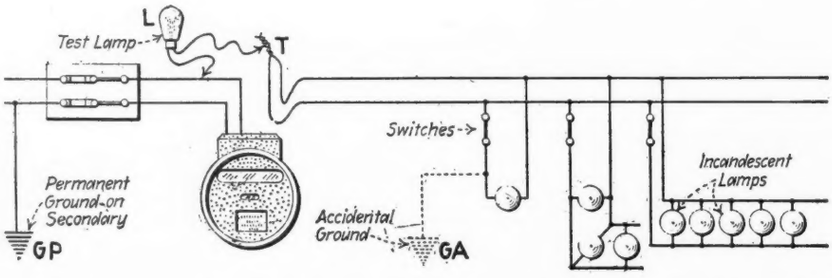
The dealer can't be held responsible but he can secure extra business through the sale of two, three and four-way plugs, as well as a few fuse plugs, and he can also give the customer some valuable advice if he cares to do so. This aids in making friends and future business.

Test for Grounds on Interior Wiring

BY JAMES V. SHANNON

A number of electrical companies follow the practice of testing for grounds on the interior-wiring circuit each time the watt-hour meter at the installation is tested. The method which is, usually, followed is that shown in the diagram. The secondary circuit is, usually, as shown, at *GP* grounded. An accidental ground, *GA* is indicated in the interior wiring.

Now, to test for this ground, *GA*, the meter tester removes the house leads from the meter and twists them together as shown, at *T*. Then, he connects his test lamp, *L*, between the live side of the line and *T*. If the ground at *GA* is of sufficiently low resistance, his test lamp will light.



To test for a ground, the tester removes the two house leads and twists them together as shown. Then he connects his test-lamp between the twisted connection and the live side of the line. If the ground is of low resistance, the test-lamp will light.

Sometimes however, grounds on interior wiring are of such high resistance that they will not even "light a test lamp." In such a case, a rotating standard (a watthour-meter testing instrument) is inserted in place of the lamp *L*. By following the directions which accompany the rotating standard, it is possible, by counting the number of revolutions which the pointer of the instrument makes in a certain period of time, to determine the watthours of energy consumed by the ground. Then, the voltage of the circuit being known, the current flowing may be ascertained and from the current and voltage values the resistance of the ground, in ohms, can be computed.

Lighting Company Paid Contractors a Bonus of $1 per Outlet

The United Illuminating Company of New Haven, Conn., recently completed an unusual and very successful house-wiring campaign.

"In the face of abnormally dull business conditions with public confidence badly shaken, we endeavored to stimulate business along electrical lines, restore confidence and let people see that electric service with all its benefits is something that the average man can and ought to have," explains D. P. Robinson, sales manager for the company.

"The plan of campaign was as follows:

"Six of the leading electrical contractors in New Haven were invited to participate, being allowed to have any prospects which they brought in. All inquiries from prospects were given out in rotation, so as to give each contractor a fair chance. The Illuminating Company assumed the entire cost of advertising and publicity. At the beginning and ending of the campaign it advertised in all city newspapers, using large space and type, that any house on the company's existing lines would be wired for a flat price of $5 per outlet. This price included running-in the service and all the necessary work of connecting.

Fifteen Outlets per Job, at $5 an Outlet

"Contracts were signed with each prospect calling for not less than fifteen outlets per job, the work to be done in a first class manner and according to a local ordinance. All work was to be paid for on completion, with the customer signing a list of the outlets installed. The contractors were paid a bonus of $1 per outlet, arranged so that they billed the company for outlets installed at $6 per outlet, we in turn billing customer for outlets at $5 each.

"As a result of extensive advertising and thorough personal solicitation by the contractors, the Illuminating Company added to its lines 132 unwired houses, 350 "new meter" customers, and approximately 6000 outlets. The final number of outlets will probably be 10 per cent in excess of this figure. To date over 50 per cent of the work has been completed in a most satisfactory manner, and every job completed has been paid for.

"Coming at a time when business was dull and people were hesitating about spending any money for anything, our campaign acted as a splendid stimulus and helped restore public confidence at least in electrical things. It enabled the contractors to keep their full force busy and thus avoid having to lay off any men.

"A big field was opened up for the sale of current consuming devices of all kinds, and people were awakened to the great possibilities of electrical service."

The Jobber's Salesman

Ideas Which Other Men Have Used to Help Them Sell Goods and to Build Better Dealer-Customers

"The Let's Go Club of America"! New Orleans Electrical Men Start It

Addressing the Electrical Leage of New Orleans, an organization recently formed in New Orleans on the lines of the San Francisco and Cleveland leagues, A. M. Lockett, a well-known local electrical man, member of the League, brought his hearers to a high pitch of enthusiasm with an interesting discourse on the need for better business methods and greater efficiency. Declaring himself for action, for movement,—he suggested that the members band themselves together for the creation of the "Let's Go Club of America."

"Let's Go," he pointed out, was the battle cry of the doughboys, at the front in the European War, when called to action; "Let's Go" was the slogan of the business men when summoned to raise funds for Liberty Bonds; "Let's Go" was the resounding cry from the Atlantic to Pacific and from the Great Lakes to the Rio Grande when the call for aid came from the Red Cross; and why not now when business is awakening?

"Everybody should be eligible to membership," to use Mr. Lockett's words. "Men, women and children. Moreover, every member is to be clothed with authority to initiate any one desiring to subscribe to the obligation. There are no dues. no meetings, no speeches, simply *action*."

The membership of the New Orleans Electrical League subscribed to the movement with a whoop, and it is now a full-fledged club. Every business man in New Orleans is to be notified by card that he has been elected a member of the "Let's Go Club of America."

Accompanying the card there will be a white button, bearing the inscription in black letters, "Let's Go," and which the recipient, by wearing, signifies his acceptance of membership and assumes this obligation:

"I will GO myself and I will spread the gospel of 'Let's Go.' If I am pessimistic, I will let my pessimism stew around in my own system and refrain from infecting others. If I am optimistic, I will say so on every opportunity that offers. I will quit knocking and boost every worthy proposition.

"Whatever my job is, I will do the work the best I know how. I will sell my goods and my services at a fair price, and I will pay a fair price for what I buy.

"I am for honesty, justice, efficiency, prosperity and happiness and I don't care who knows it."

Taking Care of that Mailing List

BY PAUL JOYSLIN
General Sales Manager, Northern Electric Co., Minneapolis, Minn.

Personally I am a great believer in the value of conducting publicity work through the medium of circular letters. It has the same tendency as the proverbial drops of water which wear away the stone. The letters, by dropping in on buyers, not only keep the name of our concern continually before the minds of customers, but also create an impression of aggressiveness and progressiveness which is a valuable psychological asset.

In these days of competition, it is almost impossible profitably to employ a sufficient sales force to keep in touch with all possible customers, but through the medium of properly devised and distributed circular letters, not only can the ground be kept prepared for the visit of the salesman, but those upon whom the salesman cannot call with sufficient frequency are kept in touch with the house. The publicity matter we send out supplementing calls of salesmen consists of various types and styles of general circular letters. Each is designed either to promote some special line of merchandise or to emphasize some special market condition.

To make this work easy to handle, we employ an addressograph.

We find the same addressograph machine is also of value to us in issuing monthly statements. The old

All-Week Program Marks Opening of New Home of Syracuse Supply House

An interesting all-week program marked the formal opening of the new Syracuse branch building of the H. C. Roberts Electrical Supply Company at West Water and South Franklin Streets, Syracuse, N. Y. The first evening was held under the auspices of the Jobbers' Association and Credit Men; Wednesday evening was given over to the contractor-dealers, Thursday evening to the wiremen's association, and on Friday J. J. Gibson, supply manager Westinghouse Electric & Manufacturing Company, addressed the sales organization of the new branch. Lined up before the camera in their new home are the members of the sales force— L. F. Steiner, William Bell, H. J. Lavener, L. E. Anthony, D. C. Newton, W. L. Frost (Westinghouse representative), H. A. Hopper, E. F. Keefe, M. D. Russell, H. A. Molyneaux, W. W. Loveland, I E. Greene (branch manager) and A. D. Smith.

The Sapphire of Enthusiasm

I CAN take a sapphire and a piece of plain blue glass, and I can rub the glass until it has a surface as hard as the sapphire, but when I put the two together and I look down into them, I find that the sapphire has a thousand little lights glittering out of it that you cannot get out of the blue glass if you rub it a thousand years.

"What those little lights are to the sapphire, enthusiasm is to the man. I love to see enthusiasm. A man should be enthusiastic about that in which he is interested. I would not give two cents for a man who works for money alone. The man who doesn't get some comfort and some enthusiasm out of his daily work is in a bad way. Some men are almost irresistible—you know that. It is because enthusiasm radiates from their expression, beams from their eyes, and is evident from their actions.

"Enthusiasm is that thing that makes a man boil over for his business, for his family, or for anything he has an interest in, for anything his heart is in. So, I say, enthusiasm is one of the greatest things a man can have."—*Hugh Chalmers.*

method of getting out statements was laborious at the best, whereas if you have an up-to-date addressograph list properly revised from time to time, the statements can be run off in blank very rapidly at the first of each month. Then these require only filling in from the ledger. For this work, no special style of statement is necessary. We use any standard form of statement upon which there is a space for imprinting the customer's name.

Like anything else, however, the addressograph is of more harm than good unless it is properly maintained. By maintenance I mean keeping it automatically and continually up to date, both as to new customers and as to the elimination of concerns which have discontinued business. We have found it is possible to have an addressograph list so accurate that practically no mail is returned because the persons to whom it was sent are no longer in business.

The maintenance of our list is accomplished by obtaining new names from daily reports, from orders received and from general correspondence. Our plan is to have the addressograph maintained by the same department that handles our customers' cards and sales reports. As this department clears the daily reports, orders, etc., in connection with the maintenance of customers' cards, it determines whether each new name as it appears is a proper one for the addressograph list. The name is also assigned to its proper classification number. Thus a list of names is accumulated on special slips which once a week are sent out to have addressograph plates made from them. The entire trade is divided into ten special classes, and all the plates are filed alphabetically by states, by classifications and by customers.

Why the Purchasing Agent Is Inclined Toward Pessimism

What qualities does a man need to make him a successful purchasing agent? This question was discussed in an address before the Purchasing Agents Association of New York by Dr. Holmes W. Merton, Dean of the Merton Institute of that city, a vocational analyst, has devoted nearly forty years to the art of choosing the right men for varying positions.

"The salesman's picture of the purchasing agent," said Dr. Merton, "has been one drawn without humor, reciprocity or optimism—a sort of constitutional bulldog of the storeroom and treasury, with a set jaw and a mass of stubbornness in his shoulders that would make Jack Dempsey look like a featherweight.

"The buyer's natural trend, his vocational impulse, one may call it, is toward reserve and pessimism, just as the salesman's is toward overselling and optimism. As the salesman must urge hundreds of buyers toward purchase, so the buyer must resist onslaughts of perhaps hundreds of salesmen.

"The order of predominance of the faculties in the individual is the criterion of how successful he can be in a particular vocation. When their order is wrong for a vocation the vocation is wrong, and failure results.

"Memory of facts, of system and of time; the commercial dynamics of utility, firmness, property values, protection and ownership; the consciousness of economic relations—these are the leading abilities needed by the purchasing agent who is in the less technical industries. These specific abilities should be followed in ranking order downward, though closely in the order given, by intuition, foresight, observation of quality and structure, scrutiny of detail, design and form-values that have a bearing upon style, uses, preferred interest and space conditions.

"When the purchasing agent has a technical field to cover, he becomes at once a financial agent and a scientist or mechanician. He is called upon to pass upon the quality of his purchases, whether these are the raw materials of his producing concern or the finished product of his selling concern. He therefore needs a technical education or its equivalent in experience, or both. With him, then, constructive imagination and skilfulness are mental necessities of the first order. But these must be backed up and controlled by stability and caution, or they will run away with him, lead him into overbuying or erratic proportion in stock purchases.

"Next in order, he needs a careful balance of analysis and synthesis, leading to good judgment and supported by plenty of will power. But if his analytical reasoning is excessive, he becomes too slow, perhaps too critical and given to over-rating every obstruction that seems to crowd into his problems.

"He must have quantity sense and judgment, calculation and prophetic estimates of a high order enormous appreciation of and sensibility to the public sentiment, as acute as in any other executive function. The others can try out their means and methods, but the purchasing agent is always ahead of either the manufacturing fact or the selling fact, and upon his equations of prices the others are bound to base much of their results. Many low quality products get squashed by the purchasing agent, and sometimes he puts tucks in their prices, or takes stays out of them."

Store Equipment and Methods

Timely Suggestions on How to Plan and Equip Your Store—Systems Which Are Used in Successful Merchandising

A Double Store for House Furnishings "Ties In" Electrical and Wall Paper Sales

The advantages of an unusually large floor space are enjoyed by the Werry and Roller Electric Shop of Palo Alto, Cal., without the high rent which usually goes with it. This is the result of an arrangement with a paint and wall paper establishment, which occupies half of a large store with the electric company.

The arrangement has many advantages. Not only is there more light and air space, which is a pleasant feature in a region where summer days are warm, but the two businesses are so related that the customer who comes in to furnish his new home with wall paper, often steps across the aisle to investigate the fixtures which will fit in with the chosen design and color.

The customer has the service of specialists in both fields and at the same time may have a greater variety of household needs satisfied in the same establishment.

An attractive feature of the store is a corner furnished in wicker and with a rug, which serves as a waiting room and demonstration room for both establishments. One or two attractive wall papers are always spread out here, and the customer may sit at ease while books of samples are run through. At the same time, it faces the attractive display cases of the electric shop, makes a pleasant waiting place when the shop is crowded and an effective place to demonstrate vacuum cleaners.

"Electrify" Your Turn-Table, Too

A revolving "turn-table," on the shelves of which appliances are displayed, is now a feature of many window displays and of store interiors, but the Esco Electric Supply Company, Albany, N. Y., has added to the novelty of its turn-table by having the table itself electrified. The point is that anything from a portable lamp to a washing machine can be plugged into a receptacle in the table and receive the current while the table is turning. Some amusing stunts have been worked out by the company with this table—such as having an electric train racing around in one direction while the table beneath it is revolving in the opposite direction; or reducing the speed of the train so that, to the on-looker in the street, it is apparently standing still while the table revolves.

How a Palo Alto, Cal., electrical dealer is enjoying large store space at half the normal rent—One-half of the establishment is occupied by a paint and wall paper dealer, both dealers finding the arrangement advantageous and profitable.

Some Fundamental Ideas on Window Display

There are three types of window display—merchandising, advertising, and demonstrating—all of which, as an advertising medium to promote the sales of electrical appliances offer the best opportunity to reach the public in a direct and economical way.

A merchandising display is one in which the appliance is shown against a simple background, making harmony of color and arrangement of appliances the attraction. An advertising display is one in which the appliance is shown in a way that links it with a campaign or special sale. In the demonstrating display, the appliance is shown in actual use, or certain important points of interest in its construction are exhibited either by a live person in the window or by a mechanical arrangement.

Following are a few suggestions for window displays which dealers have found useful:

The first consideration should be that the appliance is seasonable and timely. Then, the dealer should make sure that the important features as given in the printed or verbal advertising are clearly shown in the window display. The merchandise should be arranged so that it is elevated in the rear and low in the foreground and consequently easily seen.

Nothing unnecessary should be stated on cards—only that part of the selling talk which the appliance itself cannot explain, such as cost of operating, selling price, etc. Appliance should not be crowded, or a variety shown at the same time—it is far better to concentrate attention on a particular appliance. And above all, let the display and the show window be clean and free from dust.

Experience has shown leading merchants that the inclosed type of window is by far the best. An attractive display in an inclosed window, or inclosed at least up to the level of the eye, will create not only a desire for the merchandise on display, but also curiosity as to what may be beyond in the showroom. On the other hand, in the case of the open-

back window, the on-looker will eventually be attracted by light or motion beyond the window display, and will in most cases forget what originally attracted him.

There should be provided in every window electric base receptacles, and gas, sewer and water connection, so that any conceivable idea may be carried out in display. A small ventilator at the top and bottom of the glass will prevent frosting of the glass in cold weather.

A Twine Holder for Your Wrapping Counter or Table

BY EVERETT PECKER
Southern Electrical Company, San Diego, Cal.

An effective twine holder that will be a perpetual reminder to customers of the incandescent lamp, can be made as follows:

Use the largest lamp available, as it will have better advertising value. A new lamp that has a broken or defective filament will do. Break off the tip with a quick blow and grind a hole into the end of the brass base of the lamp with an emery wheel. Break the tip of the lamp before grinding the hole in the glass at the base, and then if the glass is accidentally broken, it will not fly into small pieces.

The stand or pedestal should be high enough to hold the lowest part of the lamp at least 18 in. above the counter. The upright may be of wood, straight tubing or conduit, the base of a portable lamp, or installed as a bracket from the wall or shelving behind the counter. The bent tubing or pipe should be strong enough to hold a socket and lamp firmly.

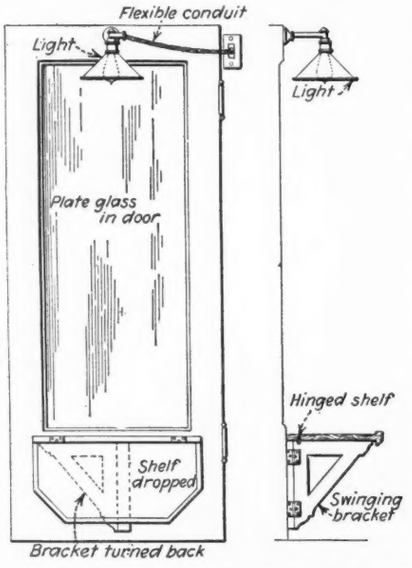
A twine holder that is a standing advertisement for the incandescent lamp.

When the lamp and stand are ready, fish the end of the package twine up through the standard, through the socket and out through the tip end of the lamp.

Put Your Shop Door to Work

Here's an Electrical Dealer Who Utilizes Every Possible Bit of Display Space

WHEN is a door not a door? No, not when it's a-jar. That antediluvian answer to the old riddle has long since passed the retirement age; it fails to get a smile even from little Johnnie. The up-to-date reply is, a door is not a door when it's a show window.



The majority of shop doors, like this, are wooden up to about knee height. For such a door, have a carpenter put together a shelf which may be hinged on just below the glass. A swinging bracket supports this when the display is in place, or folds back when the shelf is let down. Above is placed a 150-watt light, preferably on a bracket which folds back during the day. The cord for this light is attached to a near-by receptacle.

To J. L. Mahon, of Cleveland, belongs the credit for having done things to the door which is illustrated herewith. In the first picture, it's merely an ordinary shop door. But squint at the second picture—Presto! Rinso! Bevo! The door is no longer simply a door; it's a display window, and a good one, too.

It occurred to him, you see, that shop doors are usually a total waste at night. After hours they don't invite people to enter—they don't help sell goods at all. But if they can be made into shop windows, then they will earn their way—and more. A large Chicago store has thus utilized the vestibule space in front of a row of revolving doors in very effective style. When the store counters are being draped with dust covers, the floor of this vestibule mysteriously rises, and there comes up from below an entire shop window, trimmed and fully lighted. It slips into place, and behold! there is no longer a black gap in the brilliant State Street display of this dealer, but instead his exhibit is continuous.

Every Bit of Display Space Counts

For the small electric shop, a scheme to turn the waste doorway to account after closing time is even more important, since the store has comparatively little display space and every bit counts. This arrangement is so simple and practical that it's feasible anywhere. The architect's diagrams show how it's done.

When it's time to lock up, the shelf and light are swung into position. the display is placed on the shelf, and if desired, a piece of black plush or velour may be hung from a light framework as a background. The result is an exhibit which calls for attention on several counts. For one thing, it's a novelty—it tickles people because it's new and smart. And then, the door display, being of different size and shape from the usual window, has the appearance of being something "special." On this account it's a good place in which to feature merchandise altogether different from what's in the adjoining windows. Since it is small, it offers a fine opportunity to bring out one or two points and bring them out with good emphasis.

Any lettering on the door must of course be placed high enough so that it will not interfere with this display. If your door is of different construction, without the deep wooden framework at the bottom, you will probably use, instead of the folding shelf, a low stand which may easily be put in place against the door. In any case, the arrangement will be simple.

It's a good way to liven up dead doors and make them work to sell merchandise. Probably a few thousand doors of this kind could be put to work in America's electrical stores.

A prominent society lady called the trouble department the other day saying the gas meter had blown a fuse and put the lights out and that she never knew before that the gas and lights were on the same meter.—*Texas Utility News.*

Record of Lighting Fixture Patents

Issued from May 3 to May 24, 1921, Inclusive

COMPILED BY NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, from May 3, 1921, to May 24, 1921, inclusive.

57,785. Chandelier. Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., Inc. Filed Sept. 18, 1920. Issued May 3, 1921. Term of patent, 3½ years.

57,786. Chandelier. Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., Inc. Filed Sept. 18, 1920. Issued May 3, 1921. Term of patent, 3½ years.

57,787. Bracket for Lighting Means. Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., Inc. Filed Sept. 18, 1920. Issued May 3, 1921. Term of patent, 3½ years.

57,788. Bracket for Lighting Means. Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., Inc. Filed Sept. 18, 1920. Issued May 3, 1921. Term of patent, 3½ years.

57,789. Pendant for Lighting Means. Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., Inc. Filed Sept. 18, 1920. Issued May 3, 1921. Term of patent, 3½ years.

57,793. Lamp Shade. Ernest H. Strauss, Chicago, Ill. Filed Mar. 25, 1920. Issued May 3, 1921. Term of patent, 7 years.

57,802. Two Light Shower Plate. Lester R. Wellman, Chicago, Ill., assignor to Friedly-Voshardt Co., Chicago, Ill. Filed June 28, 1920. Issued May 3, 1921. Term of patent, 7 years.

57,803. Plate for Lighting Fixtures. Lester B. Wellman, Chicago, Ill., assignor to Friedly-Voshardt Co., Chicago, Ill. Filed June 28, 1920. Issued May 3, 1921. Term of patent, 7 years.

57,841. Attachment Plug Cap. Charles J. Klein, Milwaukee, Wis., assignor to the Cutler Hammer Mfg. Co., Milwaukee, Wis. Filed Mar. 23, 1917. Issued May 10, 1921. Term of patent, 14 years.

57,884. Portable Lamp. William R. Boisvert, St. David, Quebec, Canada. Filed Jan. 22, 1920. Issued May 17, 1921. Term of patent, 3½ years.

57,885. Portable Lamp. William R. Boisvert, St. David, Quebec, Canada. Filed Jan. 22, 1920. Issued May 17, 1921. Term of patent, 3½ years.

57,911. Combined Lamp and Talking Machine Casing. Wasyl Hucal, Chicago, Ill. Filed Jan. 31, 1921. Issued May 17, 1921. Term of patent, 14 years.

57,915. Lighting Fixture. Max Klein, New York, N. Y., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed Oct. 28, 1920. Issued May 17, 1921. Term of patent, 3½ years.

57,916. Lighting Fixture. Max Klein, New York, N. Y., assignor to Shapiro & Aaronson, Inc., New York, N. Y. Filed Oc. 28, 1920. Issued May 17, 1921. Term of patent, 3½ years.

57,917. Lighting Fixture. Max Klein, New York, N. Y., assignor to Shapiro & Aronson, Inc. Filed Oct. 28, 1920. Issued May 17, 1921. Term of patent, 3½ years.

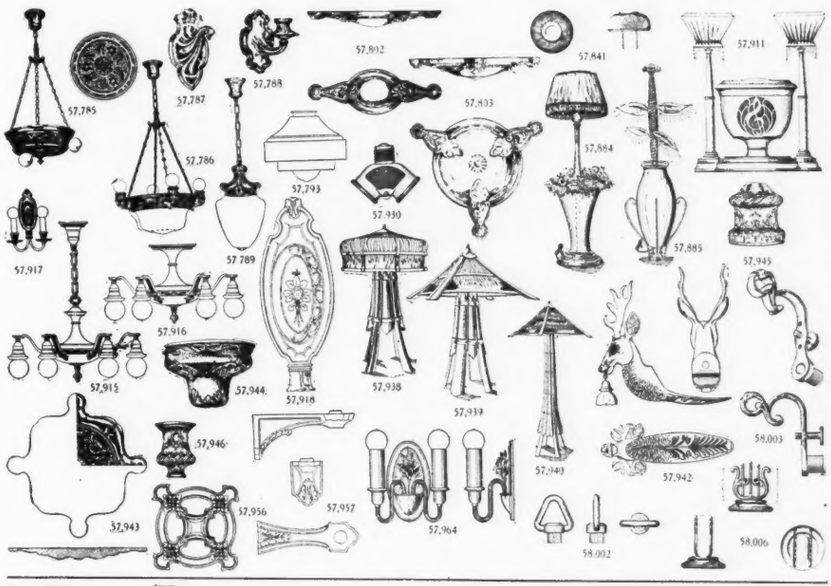
57,918. Bracket Back for Lighting Fixtures. Max Klein, New York, N. Y., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed Oct. 28, 1920. Issued May 17, 1921. Term of patent, 3½ years.

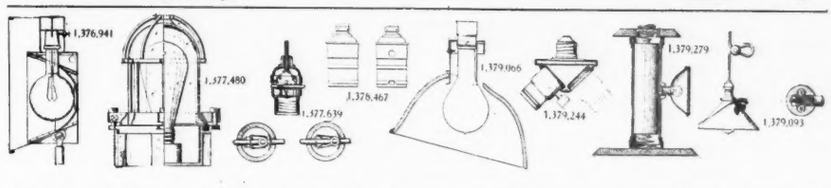
57,930. Plural Lamp Socket. Adolph C. Recker, Oakville, Conn., assignor to The Chase Companies, Inc., Waterbury, Conn. Filed Nov. 26, 1920. Issued May 17, 1921. Term of patent, 14 years.

57,938. Lamp. James Smith, Tampa, Fla., assignor to The Palm Craft Co., Tampa, Fla. Filed Nov. 6, 1920. Issued May 17, 1921. Term of patent, 14 years.

57,939. Lamp. James Smith, Tampa, Fla., assignor to The Palm Craft Co., Tampa, Fla. Filed Nov. 6, 1920. Issued May 17, 1921. Term of patent, 14 years.

57,940. Lamp. James Smith, Tampa, Fla., assignor to The Palm Craft Co., Tampa, Fla. Filed Nov. 6, 1920. Issued May 17, 1921. Term of patent, 14 years.





Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each

59,942. Electric Bulb Holder. Adam Spaniak, Baltimore, Md., assignor of one half to William I. Price, Baltimore, Md. Filed Oct. 8, 1920. Issued May 17, 1921. Term of patent, 7 years.

57,943. Ceiling Plate for a Lighting Fixture. George V. Strahan, Newark, N. J., and Frederick W. Mathieu, New York, N. Y., assignors to Mitchell Vance Co., New York, N. Y. Filed Oct. 12, 1920. Issued May 17, 1921. Term of patent, 7 years.

57,944. Canopy for a Lighting Fixture. George V. Strahan, Newark, N. J., and Frederick W. Mathieu, New York, N. Y., assignors to Mitchell Vance Co., New York, N. Y. Filed Oct. 12, 1920. Issued May 17, 1921. Term of patent, 7 years.

57,945. Socket Cover for a Lighting Fixture. George V. Strahan, Newark, N. J., and Frederick W. Mathieu, New York, N. Y., assignors to Mitchell Vance Co., New York, N. Y. Filed Oct. 12, 1920. Issued May 17, 1921. Ter mof patent, 7 years.

57,946. Socket Cover for a Lighting Fixture. George V. Strahan, Newark, N. J., and Frederick W. Mathieu, New York, N. Y., assignors to Mitchell Vance Co., New York, N. Y. Filed Oct. 12, 1920. Issued May 17, 1921. Term of patent, 7 years.

57,956. Plate for Lighting Fixtures. Ernest A. Walker, Newark, N. J., assignor to Artcraft Fixture Co., Newark, N. J. Filed Oct. 14, 1920. Issued May 17, 1921. Term of patent, 7 years.

57,957. Arm for Lighting Fixture. Ernest A. Walker, Newark, N. J., assignor to Artcraft Fixture Co., Newark, N. J. Filed Oct. 14, 1920. Issued May 17, 1921. Term of patent, 7 years.

57,964. Wall Bracket or Candelabrum for Electric & Other Illumination. Joseph W. Davidson, Cincinnati, O. Filed Oct. 25, 1920. Issued May 24, 1921. Term of patent, 14 years.

58,002. Chain Loop. John C. Virden, Cleveland, O. Filed Aug. 17, 1920. Issued May 24, 1921. Term of patent, 7 years.

58,003. Bowl Hook for Lighting Fixtures. Lester R. Wellman, Chicago, Ill. Filed Oct. 5, 1920. Issued May 24, 1921. Term of patent, 7 years.

58,006. Portable Electric Light Support. Charles T. Wittstein, Newark, N. J. Filed Sept. 20, 1920. Issued May 24, 1921. Term of patent, 7 years.

Mechanical Patents

1,376,941. Combined Lamp Holder & Reflector. James J. Johnson, Chicago, Ill. Filed Sept. 17, 1917. Renewed July 19, 1920. Issued May 3, 1921.

1,377,480. Lamp Fixture. Charles J. Henschel, Brooklyn, N. Y. Filed Mar. 28, 1919. Issued May 10, 1921.

1,377,639. Electric Switch. Clarence C. Stirling, Hartford, Conn. Filed Jan. 14, 1920. Issued May 10, 1921.

1,378,467. Lamp Socket. Charles J. Klein, Milwaukee, Wis., assignor to The Cutler Hammer Mfg. Co., Milwaukee, Wis. Filed Jan. 9, 1915. Issued May 17, 1921.

1,379,066. Shade Holder. Ernest Cantelo White, New York, N. Y., assignor to Electric Outlet Co., Inc., New York, N. Y. Filed Jan. 14, 1920. Issued May 24, 1921.

1,379,093. Drop Light Adjuster. John Freeberg, Brooklyn, N. Y. Filed Nov. 17, 1920. Issued May 24, 1921.

1,379,244. Electrical Connetcor Device. Reuben B. Benjamin & Albert V. Boetter, Chicago, Ill., assignors to Benjamin Electric Mfg. Co., Chicago, Ill. Filed May 4, 1918. Issued May 24, 1921.

1,379,279. Lamp. Ralph Osborn, Randolph, Neb. Filed May 29, 1919. Issued May 24, 1921.

The St. Clair Electric Fixture Company of Cleveland, Ohio, has been chartered with a capital stock of $10,000 to deal in electrical supplies and fixtures. Among the incorporators of the new company are M. H. Blumenthal and R. J. Good.

The Marietta Plumbing and Electric Company of Marietta, Ohio, has been chartered with a capital stock of $15,000 to do a general electrical business. The organizers of the enterprise are Nora L. Barker, Bessie G. Montgomery and others.

The Meyering Electric Company is the name of a new contractor-dealer business recently opened by H. R. and Harry Meyering at 915 Leonard Street, N. W., Grand Rapids, Mich.

Sales Helps for the Dealer

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade

It's Time to Light Tennis Courts!

Year by year the popularity of tennis at night has grown. More courts would be lighted for night playing if the fact that courts can be satisfactorily lighted were more generally known. Moreover, now is the time when many tennis clubs are wishing that their courts could become all-year-round playgrounds, to be used for hand ball and other outdoor sports—even as skating rinks—during the winter.

Bulletin No. 24, *Outdoor Tennis Court Lighting*, which may be had on application to the Engineering Department, National Lamp Works of the General Electric Company, Cleveland, gives complete details, specifications and directions for installing both the side lighting and overhead lighting systems. The tennis clubs of your community will eagerly take up the idea.

Do the Business Men of Your Town Know About These Hearing and Detective Devices?

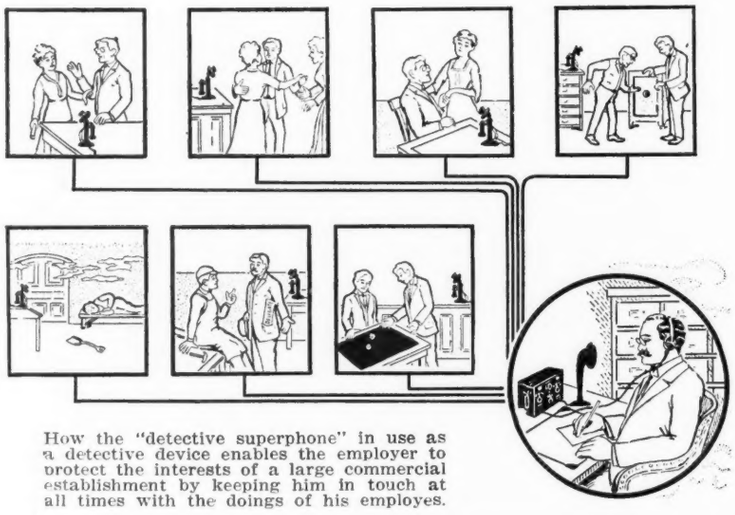
To list only a few of the uses for "detective detectagraphs" and loud-speaking telephones which any town offers, the new catalog of the G. Boissonnault Company, 26 Cortlandt Street, New York City, suggests:

"Bankers: Bankers' desks and directors' rooms may be fitted with the Detective Detectagraph, that a record by a stenographer may be made of any important conference.

"Manufacturers: The head of a manufacturing business house and large plant can save money, much brain fag and secure the maximum efforts and work for his plant. A detective detectagraph placed in the work shop will bring all the conversation, hilarity, scheming and undertone plans of dishonest employes to his desk, unseen, unknown and instantaneously. He can avoid strikes, thefts, leaks, etc., by keeping in touch at all times with the doings of his employes.

"Merchants: Store owners can know what employers are doing and saying, and if they are polite and accommodating to customers.

"District attorneys: will find the installation of a detective detectagraph in their private offices and consultation rooms of material assistance in securing evidence to aid in early convictions." Other prospective users are railways, insurance companies, jails and institutions, chiefs of police and detective bureaus, and hotels—all of whom may have this protective instrument installed, the catalog points out, at little more than the cost of a typewriter.



How the "detective superphone" in use as a detective device enables the employer to protect the interests of a large commercial establishment by keeping him in touch at all times with the doings of his employes.

"Start Her Up, Bill!"—A Folder on Safety Switches

"Start Her Up, Bill!" is the name of a new folder on the C-H enclosed switch known as Bulletin 9116, of the Cutler Hammer Manufacturing Company, Milwaukee, Wis. The cover page shows a view in an industrial plant, with "Bill" moving the lever of the Bulletin 9116 switch in the process of starting the motor. The folder tells how the switch protects the motor from over-fusing, and also protects the workman from injury by accidental contact with live parts.

The Electric Motor—the Music Director of the Phonograph

An electric phonograph motor sells itself to many persons solely because it will save them the tiresome task of re-winding the motor after each record or two. But there is another and even stronger argument that will appeal to the more cultivated lover of music, and that is the reproduction of the music *at perfect pitch and time.*

Just why correct turntable speed is so important, and how the electric motor, as opposed to the spring motor, makes this possible, is explained in an interesting pamphlet entitled "Presenting America's Greatest Music Director," published for distribution by the Efficiency Electric Corporation, 149 Broadway, New York City. It reads in part:

"A record is no better than the motor playing it. Great singers say they cannot sing their best without a director to keep their time exactly right. In keeping time just right, the great music director also keeps the tone right. It is the same with the phonograph. The motor is the director, and should it vary from the correct turntable speed, the music produced is off-tone. The spring motor cannot keep up the even speed from one end of the record to the

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other; it is a mechanical impossibility. You may not be conscious of the change—but you may be sure your musical mind knows something is wrong. It is the electric motor which has overcome all difficulties at one time."

To Help Solve Your Window Display Problems

On Sept. 1, a new window display service designed to assist the independent dealer with his display problems, will be released by the Sel-Plus Service, 231 West Thirty-ninth Street, New York City. Dealers subscribing to this service will receive special window display boards, price tickets, announcement cards, display easels, window display lay-out suggestions, monthly merchandising calendars, and so on, besides advice on individual problems.

Some of the Possibilities for Space Heater Sales

Space heaters for commercial and domestic heating are illustrated and discussed in a leaflet just issued by the Westinghouse Electric & Manufacturing Company. Some idea of the field of usefulness for these heaters is given in the following list of more than 100 specific uses—convenient for checking and selection by the electrical contractor-dealer to meet the requirements of local industries:

There are many ways of making window displays with magazine advertisements. The display shown above is simple yet attractive, with plenty of good forceful selling value in it. It is a suggestion from E. F. Newkirk, Edison Lamp Works, General Electric Company, Harrison, N. J. Mat board is used to mount the ads.

Use Magazine Ads in Your Window Display

Clipping pages from the Saturday Evening Post and other popular magazines may be far more valuable than clipping coupons. Many of the electrical advertisements, mounted on neat cards and placed in the show window with some of the merchandise advertised, are all that is needed for a successful and attractive window display.

Thirty-two manufacturers in the electrical industry spend over four million dollars every year through the magazines alone, to attract the attention of the public, to interest them in their goods, and force buying action when their interest is aroused. The merchant need spend only a little time and effort to attract this trade to his store and cash in on the manufacturers' advertising.

Gray or other colored mat board, ten ply or heavier, cut to uniform sizes (say 18 in. x 22 in.) makes excellent boards for mounting the magazine pages. If the pages are tipped on the mat board at the corners, they will not warp the board and are easily removed in order to be replaced by newer pages, as often as desired.

Enough pages containing advertisements of electrical goods can be clipped each month to make the efforts pay well in dollars and cents.

Watchman houses
First aid stations in mines
Elevators
Automobile battery charging
Battery charger and portable heater
Keeping float switch chamber from freezing
Heating office and charging batteries
Aeroplane hangars
Preventing damage to batteries due to cold
Keeping automobile engine warm in unheated garage
Melting the tops of storage batteries
Battery gird mold heating
Preventing freezing of compressed air
Oil pipes and valves
Keeping air lines open in winter
Protecting water supply lines
In sump pits
At the suction end of pumps
Pumping equipment in sewage disposal plant
Heating compressed air
Preventing the water pumping system from freezing
On spraying machines
Protection of large fire extinguisher
Drying fire hose
Keeping fire extinguishers from freezing
Warming valves on sprinkler system

Keeping the chemical fire engine ready for use
Protecting fire plugs against freezing
Sprinkler system in packing plant
Electric locomotives
Oil switches
Drying out transformer cores and motors
High tension lightning arrestors
Protection of underground electrical motor and generator equipment against precipitation of moisture.
In electrical engineering laboratory work
Transformer rooms, repair shop and lavatories
Substation heating
Power house and office heating
Preventing insulation of generators from absorbing moisture
Time clock
Keeping high voltage time switches operative
Eliminating moisture
Drying telephone switchboards and load testing
Armature test work
Resistor capacity for armature testing
Emergency resistors
Miscellaneous applications in and about electric water power plants
Preventing formation of ice

Keeping oil in gasometer switch of gas regulator from stiffening
Transfer car sliding plates
Keeping precision instruments warm
Keeping sensitive instruments at proper temperature
Outdoor crane cab
In watch adjustment rooms
Large scales
Electric washing machines
Printing press ink fountains
Taking out static on presses
At delivery end of presses
Keeping fuel oil free to flow through strainers
Metal pattern molds
Molding machines
Drying foundry molds
In shoe manufacturing
Deck winches on ships
On envelope folding machines
Crusher bearings
Motor and coal screen bearings
Industrial locomotives and street cars
Keeping the bees warm
Rubber industry
Rubber aging
Pipe organs
Theater ticket booths
Outdoor sleeping porch
Keeping frost from show windows
Water meter-sewer trap
Heating detached chlorinater building

Impregnating tanks
Under asphalt kettles
Keeping compound fluid
For the heating of asphalt pipes
Molding bakelite products
Molding insulating material
Softening bakelite to prevent waste in punching
Banana ripening
Constant temperature ovens testing wood pulp for moisture
Germinating chambers
Seed sprouting
Germ culture
Baking industry
Blue print and laundry dryers
Warming printing roller cabinets
Keeping materials free from moisture
In plating rooms
Photo engravers negative cabinet
Photograph negative and print drying
Blue print drying
Porcelain baking
In restaurants
Low temperature drying
Chicken industry
Keeping chickens warm
Incubator
Chicken brooder
Sugar drying
Keeping moisture out of salt
Pit heating
Japanning ovens

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Gossip of the Trade

Glimpses of Electrical Men at Work, at Play, and in Convention— as Caught by Lens and Pencil

War Department Will Train Radio Amateurs

It will be of interest to amateur radio operators throughout the United States to know that the War Department, through the Chief Signal Officer of the Army, is now making arrangements for the training of amateur radio operators and devising plans for their service should the Nation need them in an emergency.

The proposed plans provide for the recognition of organizations of amateurs within each Army Corps Area. The headquarters of these various Army Corps Areas are:

Headquarters 1st Corps Area	99 Chauncey St., Boston, Mass.
Headquarters 2d Corps Area	39 Whitehall St., New York City
Headquarters 3d Corps Area	Fort Howard, Md. (Near Baltimore)
Headquarters 4th Corps Area	Fort McPherson, Ga. (Near Atlanta)
Headquarters 5th Corps Area	Fort Benjamin Harrison, Ind. (Near Indianapolis)
Headquarters 6th Corps Area	Fort Sheridan, Ill. (Near Chicago)
Headquarters 7th Corps Area	Fort Crook, Neb. (Near Omaha)
Headquarters 8th Corps Area	Fort Sam Houston, San Antonio, Tex.
Headquarters 9th Corps Area	Presidio, San Francisco, Cal.

At each of these headquarters there is to be established a transmitting radio station with a range sufficiently great to cover the entire Corps Area, and also a receiving set.

Courses of instruction will be prepared and sent out by radio and by mail. Questions will be received and answered.

The amateur radio personnel will be formally inducted into the Signal Reserve Corps and called to active service where practicable for approximately two weeks' camp during the summer.

New Officers of Illuminating Engineering Society

The Illuminating Engineering Society, whose general offices are in the Engineering Societies Building, 29 West Thirty-ninth Street, New York City, has elected officers for the coming year as listed below. The annual convention of the Illuminating Engineering Society will be held at Rochester, N. Y., during the week of Sept. 26.

President, Dr. George S. Crampton;

Junior past-presidents: Samuel E. Doane, George H. Harries.

Vice-presidents: F. M. Feiker*, James J. Kirk, H. F. Wallace.

Secretary, Clarence L. Law*.

Treasurer, L. B. Marks*.

Directors: F. C. Caldwell*, A. D. Curtis*, P. S. Millar*, Francis E. Cady, D. McFarlan Moore, Robert B. Ely, Adolph Hertz, Walton Forstall, Frank S. Price.

Section officers for the fiscal year 1921-22 are as follows:

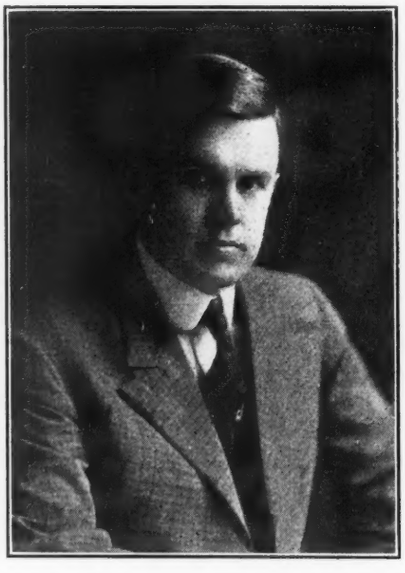
New York Section: Chairman, H. V. Bozell*; secretary, S. W. Van Rensselaer*; managers, Herman Plaut*, S. G. Hibben*, E. A. Mills*, Davis H. Tuck*, John Doyle*.

Philadelphia Section: Chairman, H. B. Andersen*; secretary, H. Calvert*; managers: J. R. Henry*, Howard Lyon*, W. L. Nodell*, Emile G. Perrott*, G. Bertram Regar*.

New England Section: Chairman, William J. Drisko*; secretary, J. T. Karens*; managers: J. W. Cowles*, F. A. Gallagher, Jr.*, John Nash Ives*, Edwin S. Parker*, E. E. Stevens*.

Chicago Section: Chairman, F. F. Fowle*; secretary, Albert L. Arenberg*; managers: Albert Scheible*, F. A. Rogers*, J. J. Kirk*, Lee Farmer*, J. H. Allen*.

*Denotes newly elected officers.



Theodore E. Burger, who has just lined up with the Society for Electrical Development as a team-mate of Bill Goodwin's, has plenty of do-things force and a high-candlepower smile that makes friends. In addition, Ted's experience record shows him to be further qualified for his new job by thirteen years of Western Electric sales work, and by the organization of a business-development department for the New York Trust Company. With an office next to Bill Goodwin's in S. E. D. headquarters it is a safe guess that Ted will maintain the enthusiastic activity that goes with his smile.

Radio Convention in Chicago August 30 to September 3

Announcement has been made of the first national convention of the American Radio Relay League to be held in Chicago from August 30 to September 3. A radio show will be held in the Broadway Armory at the same time, to which convention delegates will be admitted free.

Fixture Manufacturers' West Baden Meeting Indefinitely Postponed

The National Council of Lighting Fixture Manufacturers announced on June 21, through its secretary, Charles H. Hofrichter, that owing to unforeseen contingencies which had developed, it was deemed advisable to postpone indefinitely the Mid-Summer Meeting that was to have been held at West Baden, Ind., July 6, 7 and 8.

Michigan Electric Light Association, Aug. 24 and 25

The Michigan Electric Light Association will hold its next annual convention at the Hotel Ottawa, Ottawa Beach, Mich., on August 24 and 25. There will be morning sessions on the two days with a banquet on August 24. It is the committee's aim to make the program one of general interest where matters of policy may be discussed, the technical matters being handled by the Great Lakes Division N. E. L. A. The afternoons will be given over to recreation when the delegates may enjoy all the pleasures of the resort such as bathing, boating and golf. Herbert Silvester, Ann Arbor, Mich., is secretary of the association.

Tacoma Electrical Contractors Meet

The Tacoma Association of Electrical Contractors and Dealers met on June 13, for an informal banquet, and to discuss future activities of the organization. A campaign for $25,000 is being staged over a two-year period, to cover field and educational activities of Northwest electrical men. David T. Dickson presided at the meeting, which was addressed by J. L. Muffly of the Y. M. C. A., who spoke on ideals in the electrical business; J. H. Kelly spoke on industrial relations; H. L. Hagen on advertising, and J. L. Fulgate on organization.

Bill Goodwin Get-Together Dinner in Buffalo

W. L. Goodwin, of the Society for Electrical Development was the guest of honor at a dinner given by the H. I. Sackett Electric Company at the Lafayette Hotel, Buffalo, June 13.

Mr. Goodwin discussed in detail the economic problems of the industry with special emphasis on the necessity for an understanding of the proper functions of jobber and dealer in their respective positions in the channels of distribution from manufacturer to consumer.

Commenting on the talks given by manufacturers' representatives at the dinner, Mr. Goodwin stated that he was particularly impressed with the fact that of the six manufacturers' representatives who spoke not one talked on his own particular products. The keynote of all of the talks was policy—not merchandise.

Other speakers at the Sackett Dinner were Henry J. Popkin of Shapiro & Aronson, C. J. Cooper of Wise-McClung Manufacturing Company; W. O. Roach, Chicago Fuse Manufacturing Company; H. E. Murphy of the Luminous Unit Company, R. P. Ingalls of the Simplex Electric Heating Company, A. McLachlan, Square D Company.

Washing Machine Serves as Wine Press, Too

Friends from Cleveland were congratulating Mr. Judson Munger of Fostoria, Ohio, on his excellent grape wine. One of them, who considers himself gifted in the production of home brews, wanted to know the secret.

"That wine," said Mr. Munger, "was made in a washing machine."

He led them to a back room and pointed to his Laun-Dry-Ette.

"But what's the idea?" asked the home-brew enthusiast. "I should think any old tub would do. Why do you have to have an electrical machine?"

"If grapes were ripe now I't show you in a minute," answered Mr. Munger. "But I'll go through the motions anyway."

He lifted the cover from the machine. "Now imagine that that tub is half full of grapes. I take a crusher that I made—something like a large potato masher—and go over the grapes pretty thoroughly. It's easy enough to get most of the juice out this way, but of course I want all of it.

"So then I raise the inner tub, and let the juice drip down into the outer tub. Then I put on the lid and start the motor, and the machine *whirls* the juice out of the pulp and broken skins. And, believe me, it gets out all the juice there is."

The home-brew guest scratched his head and grinned. "That's the best system I ever saw," said he. "Now, if I only had a little something on my hip I'd consider that the drinks were on me and I'd ——."

"Let's have some more juice of the tub," said Mr. Munger.

"Suds it is," murmured a third man of the party, but fortunately nobody heard him.

Franz Neilson, attorney for the National Association of Electrical Contractors and Dealers, has moved his office from 120 Broadway to 35 Nassau Street, New York City.

On a visit to the LaFayette Monument, Frank V. Burton, sales manager for Henry D. Sears, Boston, discovers that the great memorial is totally devoid of "places for lights." After a glance at the solid granite structure E. Cantelo White, president of the Electric Outlet Co., New York, visualizes happy hours with the star drill and extends his polite thanks for the suggestion.

David Sarnoff, formerly commercial manager of the Radio Corporation of America, 233 Broadway, New York City, has been appointed general manager. Mr. Sarnoff will supervise and control the operation of the corporation's plant and will have charge of its high-power and low-power ship stations and their operations, as well as be responsible for their upkeep and the maintenance of their service. Mr. Sarnoff has been commercial manager of the Radio Corporation since its organization and is now rounding out fifteen years of service with this Corporation and its predecessor, the Marconi Wireless Telegraph Company of America.

The Anchor Lite Appliance Company is a new Pittsburgh concern recently organized to manufacture and deal in electrical fixtures and supplies. Saul Goldberg and others are the organizers of the company, which has a capital stock of $10,000.

New York Contractors Associations Unite

Two New York electrical associations were consolidated on June 22. They were the Associated Electrical Contractors and the Independent Electrical Contractors and Dealers Association. The new organization will be called the Independent Associated Electrical Contractors and Dealers. The present membership numbers 130. The newly-elected officers are: W. J. Shore, president; Harry A. Hanft, first vice-president; L. C. MacNutt, second vice-president; A. Lincoln Bush, treasurer; John P. Perass, secretary, and C. J. Christesen, sergeant-at-arms.

President William J. Shore intends to map out a schedule of meetings and arrange definite programs for constructive association work.

It is the intention to make this organization a stimulating force for the betterment of trade conditions in and around Greater New York and to promote the welfare of its members.

Landers, Frary & Clark Get Exclusive Right to Use Name "Universal" on Washing Machine

The following decree was granted in the District Court of the United States for the Eastern District of Michigan, Northern Division, in the case of Landers, Frary & Clark of New Britain, Conn., vs. Universal Utilities Corp. of Alpena, Michigan, at a session of said court held at Bay City, Mich., June 3, 1921, before the Hon. Arthur J. Tuttle, District Judge:

It is hereby ordered, adjudged and decreed that the trade-mark and trade-name "Universal" belongs to the plaintiff herein, and that the plaintiff has the exclusive right thereto as to washing machines and to household utilities and home needs, and that the plaintiff has been the owner of such trade-mark "Universal" since as early as the year 1899.

It is further ordered, adjudged and decreed that the Universal Utilities Corporation, a corporation organized and existing under the laws of the State of Michigan, defendant herein be perpetually enjoined from infringing directly and indirectly upon said trade-mark "Universal":

1. From the further use of said word "Universal" as a trade-mark for electrically driven washing machines, both as applied to the goods themselves and to any labels or marks applied thereto, or on boxes or packages containing the same, and in any advertising of any sort relating thereto.

2. From the further use of the word "Universal" in its corporate name and on its letter heads, bill heads and stationery generally, and in its advertising matter from and after the first day of September, A. D., 1921.

Albert O. Braun, assistant Western district manager for the Apex Electrical Distributing Company, at Los Angeles, Cal., met death through an accident on June 19. Mr. Braun had been connected with the Apex Company since July 1, 1920. Just prior to his death Mr. Braun had been representing his firm in the conduct of a retail salesmen's school for the sales staff of the Electric Railway & Manufacturers' Supply Company at San Francisco.

Henry Hyman & Co., Inc., of 476 Broadway, New York City, manufacturers of "Hylite" products, announces the opening of a Chicago branch at 25 North Franklin Street.

The E. O. Dorsch Electric Company, electrical contractors of St. Louis, Mo., is now located in new quarters at 1405 Olive Street. The company's former address was 1217 North Spring Avenue.

The Moyer-Shewey-Thurston Electric Company has opened offices at 303-304 and 305 State Street Bank Building, Charleston, W. Va. The new company plans to carry on a general electrical construction business for the electrification of coal mines and buildings, also complete electrical installations and equipment for power and lighting plants. H. D. Moyer, formerly with the Charleston Electrical Supply Company, was elected president; J. G. Shewey, also a former Charleston Electrical Supply man, is vice president and secretary, and J. A. Thurston, who has been connected with the naval ordnance plant for the past three years, is treasurer and general manager.

The Todd-Lowry Electric Company of Des Moines, Iowa, is the new name of the retail electrical business formerly conducted by the Edwards-King Electric Company in the Flynn Building. The new headquarters of the company are located at 511 West Seventh Street. R. H. Edwards will remain with the company.

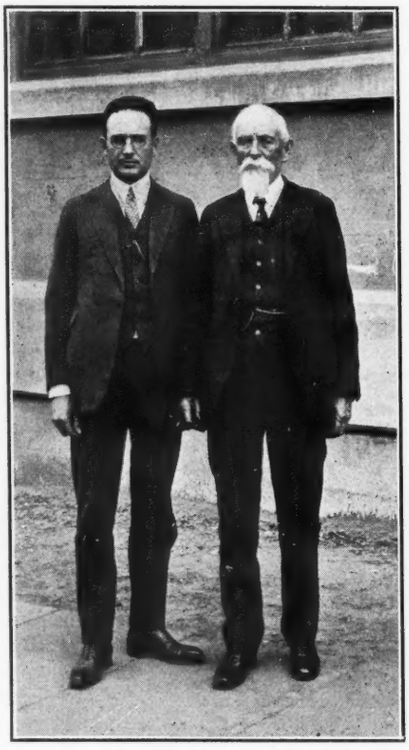
The Laundryette Manufacturing Company, makers of the Laun-Dry-Ette, announce the publication of a new sales bulletin known as "The DRYer." This little bearer of advertising and selling ideas will be sent from time to time to each Laundryette dealer, explains H. C. Hahn, advertising manager. It is a multigraphed affair and takes its name from the dryer; a built-in device on the Laun-Dry-Ette electric washing machine, which enables the user to entirely dispense with a wringer. The dryer whirls the wet clothes "wringer-dry" in one minute, without handling or loss of buttons.

Gail Murphy, formerly managing director of the Cleveland branch of Hoyt's Service, Inc., has been appointed general Sales supervisor for the Middle West for Ohio electric cleaners made by the United Electric Company of Canton, Ohio. Mr. Murphy brings to this position wide experience in selling, advertising and merchandising. During the past fifteen years he has been connected, either in a sales or advertising capacity with The National Cash Register Company, Burroughs Adding Machine Company, Chalmers Motor Company and Art Metal Construction Company.

The Arrow Electric Company of Hartford, Conn. announces that the new address of its New York sales office is 350 Madison Avenue, Suite 1305, Borden Building. The former address of this office was 253 Broadway.

The Michigan Stamping Company, having absorbed the Toledo Metal Products Company, has moved from Toledo to Detroit, where it will be located at Mack Avenue and Terminal Railroad. Greatly increased manufacturing space will afford ample opportunity for quantity production of the Michigan Stamping Company's line of stamped-steel outlet boxes of special patented design.

Michael Fagan, California Pioneer, and Father of Walter and Frank Fagan



Seventy-two years ago, as a lad of nine, Michael Fagan saw the prairies of Chicago, from an ox-drawn "prairie schooner," enroute to California during the gold rush of 1849. Last month during the N. E. L. A. convention he revisited the same scenes via electric automobile, accompanied by his son, Frank D. Fagan, now vice-president and general manager of the Edison Storage Battery Company, West Orange, N. J. Another son, Walter Fagan, is sales manager for the Edison Electric Appliance Company of Chicago. Mr. Fagan, senior, is sprightly and active at the age of eighty-one, and lives on his thousand-acre ranch in Ventura County, Cal.

The editorial camera caught Frank while he was showing his father through the mysteries of "parallel sessions" at the recent N. E. L. A. convention in Chicago.

The Triangle Conduit Company. Inc., of Brooklyn, N. Y., has announced the opening of its Western factory at 1965 West Pershing Road, Chicago, at which plant will be manufactured armored conductors, armored lamp cord and flexible steel conduit. The above products, including also non-metallic flexible conduit, gas tubing and "Tri-Cord" will continue to be manufactured at the Brooklyn factory (50 Columbia Heights) as heretofore. All correspondence is handled through the Brooklyn office.

The Turner Electric Company of Wichita, Kan., has moved its business to new and larger quarters at 120 North Lawrence Avenue, in the Waddell-O'Brien building. The company was formerly located at 125-27 South Lawrence Avenue, but has made the change on account of its increasing volume of business and also to follow the northward trend of business on North Lawrence Avenue.

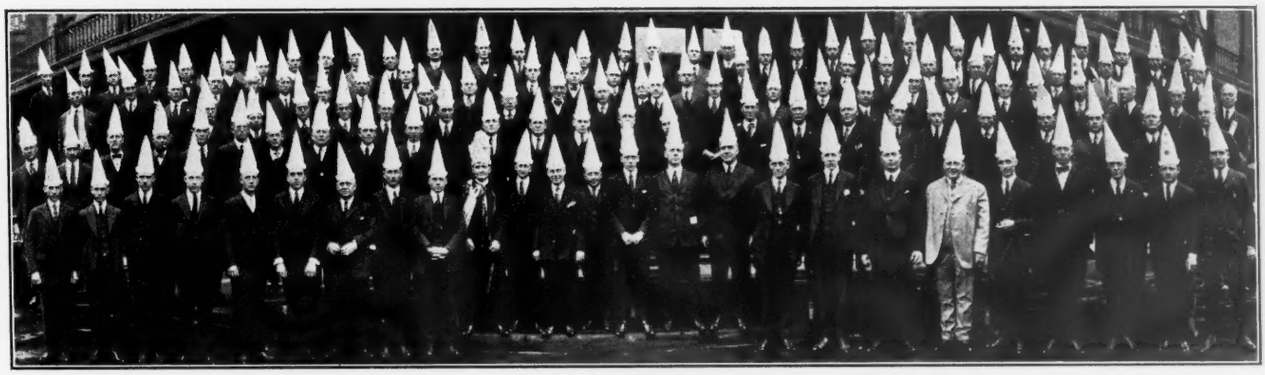
G. L. MacGillivray & Company have established headquarters at 35 St. Nicholas Street, Montreal, Canada, where they are acting as representatives for Edwards & Company of New York, the Chase Metal Works and the Waterbury Manufacturing Company of Waterbury, Conn.; the American Insulator Corporation of New Freedom, Pa., and others. D. J. Beatty, secretary, writes that the company would like to connect with other manufacturers of electrical goods which can be sold through jobbers and which have a special appeal to architects. The head of the concern, Gordon MacGillivray, was for many years connected with the general sales department of the Northern Electric Company, resigning as assistant supply sales manager in 1915 to join the Canadian forces.

W. H. Harrington, formerly assistant chief engineer of the New Departure Manufacturing Company of Bristol, Conn., has been appointed electrical engineer of the Arrow Electric Company, Hartford, Conn. Mr. Harrington began his new duties as electrical engineer May 1, 1921.

Cooper & Gershvin, manufacturers' representatives, announce that they have opened an office at 98 Park Place, New York City, where they are acting as direct factory representatives for the Detroit Electrical Branding Iron Company, Detroit; the Baco Electric Company, Bode, Iowa; Ree-Nu-It Electric Manufacturing Company, New Bedford, Mass., and the Laduby Company of New Haven, Conn. The new organization is acting as direct factory representative for the States of New York (including metropolitan district), New Jersey and Connecticut.

The Black & Decker Manufacturing Company of Towson Heights, Baltimore, Md., in order to co-operate more closely with its jobbers in the Middle West, has opened a Kansas City branch office at 1711 Grand Avenue, which includes in its territory, Kansas, Nebraska, Oklahoma, Texas, Arkansas, western Louisiana and western Missouri. The new office is in charge of J. N. LaBelle, formerly assistant manager of the Chicago branch. Mr. LaBelle is assisted by Emery Harris, who has made his headquarters at Omaha, and R. Brice Shipley, who travels Oklahoma, Texas, Arkansas and western Louisiana.

Blue Ribbon Apex Appliance Sales "Go-Getters" Frolic at Dallas, Tex.



Under the direction of Charles S. Beardsley, general manager of the Apex Electrical Distributing Corporation, Cleveland, a number of stirring sales meetings of local Apex selling organizations have been held in cities throughout the country during the last few months. The picture shows the crack Apex selling team at Dallas, with company executives and officials caught by the lens during a recent midnight frolic.

"The electrical dealer," declares R. J. Strittmatter, sales manager for the parent Apex organization, "is faced with an opportunity bigger than has ever presented itself to him before. The proper method of cashing in on this opportunity is through house-to-house selling. If he will pursue the proper method of building up his house-to-house selling organization, he can attract the highest type of selling ability to his business.

The H. E. Supnik Company is the name of a new electrical jobber whose place of business is located at 742 West Superior Avenue, Cleveland. This company was recently erroneously referred to in these columns as operating a retail store. The company, however styles itself as a wholesale concern, travels salesmen, has a catalog, and carries the regulation wholesaler's stock.

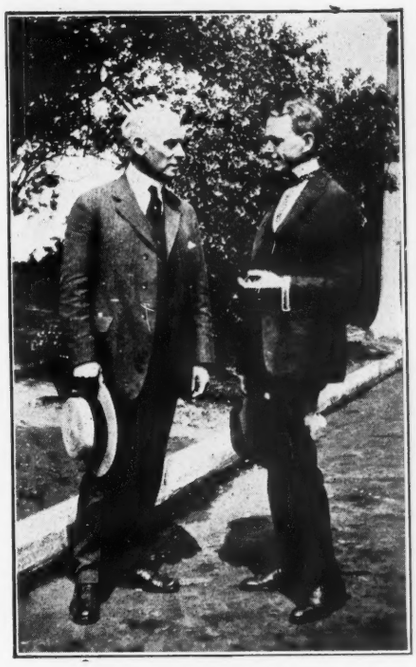
The Modern Appliance Corporation, Indianapolis, Ind., distributors of electrical home labor-savers, are now in their new store, 34 South Pennsylvania Street, having moved from 14 South Capitol Avenue. They specialize on Hamilton-Beach carpet washers and vacuum sweepers, Mola electric washing machines, Universal electric clothes washers, Roma ironing machines and Kelvinator iceless refrigeration. The officers of the company are F. W. Parkinson, president, W. R. Williamson, vice-president and F. A. Krue, Jr., secretary-treasurer.

William G. Yates, formerly general manager of the Adams-Bagnall Electric Company and for over fifteen years connected with electrical jobbing and manufacturing concerns in the Middle West, has organized the William G. Yates Company of Cleveland to manufacture a new, light, "hundred dollar" household ironing machine to be known as the Cottage Ironer. While with the Adams - Bagnall Electric Company, prior to its absorption last year by the National Screw & Tack Company, Mr. Yates built up a fractional horsepower motor business from drafting board to more than 5,000 per month production in less than nine months, although previously he had been engaged in sales and administrative work and had no manufacturing experience. While "making its bow" with the small family ironer, the company has several other household electrical appliances fully developed and ready to go into production as rapidly as the business can be expanded.

W. I. Savidge, formerly with the Live Wire Supply Co. of Macomb, Ill., has resigned from that firm to go into business for himself as an electrical engineer and contractor. He will also handle a special line of appliances. His headquarters will be at Macomb.

The Lewis Electric Company has under construction a large factory at Canton, Ohio, for the manufacture of safety switches. The new structure will cost between $125,000 and $150,000. J. K. Lewis is president.

The Sunbeam Electric Appliance Company has moved to Evansville, Ind., from Milwaukee, Wis. W. A. Carson of Evansville will be elected president and E. D. Wemyss secretary.



E. A. Norman, a central-station old-timer, now with the Elliott-Fisher Company, shows how his thousand candle-power sales smile induces facial radiation of the prospect; posed by C. A. Barton, general sales agent of the New York & Queens Electric Company.

The Star Electric Company of Brunswick, Ga., is in the market for fixtures, fixture parts, glassware, portable lamps and floor lamps. E. B. Arnold, manager of the company, invites manufacturers and jobbers to send catalogs.

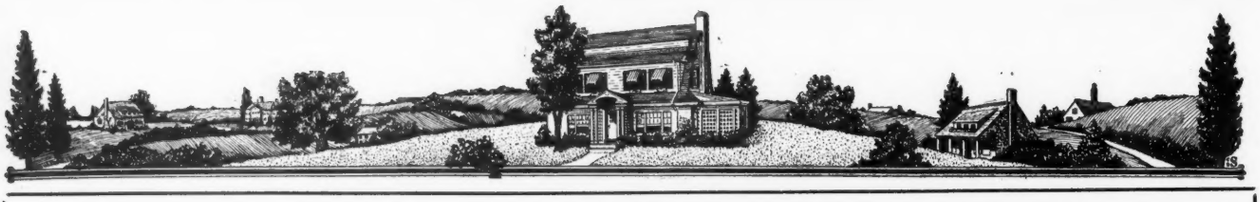
M. F. Shaffer has been appointed manager of the Electric Sales Company, of 47-49 East Gay Street, Columbus, Ohio, to fill the vacancy recently caused by the resignation of C. U. Carpenter, who has organized a retail concern on North Third Street. Mr. Shaffer has been with the Electric Sales Company for six years.

The Diamond Electric Specialties Corporation of Newark, N. J., reports that its Chicago office has moved to 43-45 South Wells Street. This change is made necessary by the need for much larger space to take care of an increasing western business and to permit carrying an enlarged stock of Diamond flashlights and batteries.

The Corridan Electric Company of New Britain, Conn., is now located at 133 Jerome Street, where a modern and attractive electrical display room and shop have been fitted up.

Frederick H. Leggett, formerly Eastern district manager of the Western Electric Company, has been appointed general manager of telephone distribution in charge of telephone distributing houses, reporting to F. B. Gleason. Mr. Leggett is one of the veterans in the Western Electric service and celebrates his twenty-third anniversary with the Company this month. He started in its New York house after his graduation from Dartmouth in 1898 and stayed there for four years. 1902 found him, first in Chicago, and later in Japan where he acted as secretary of the Nippon Electric Company. Mr. Leggett was appointed manager at Antwerp in 1906, foreign sales manager at New York in 1909, Pacific district manager in 1912, New York district manager in 1917, and Eastern district manager three years ago.

(*Continued on page* 54)



New Merchandise to Sell and Where to Buy It

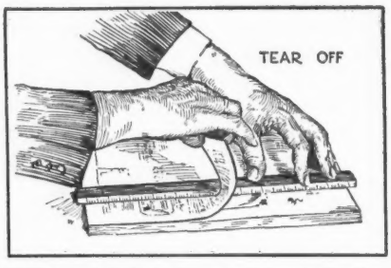
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

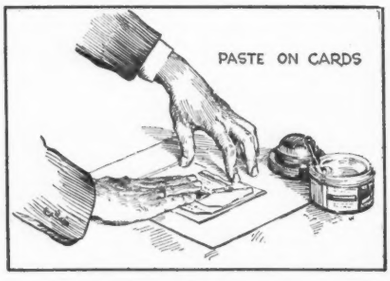
Including Many New Appliances for the "Home Electric"

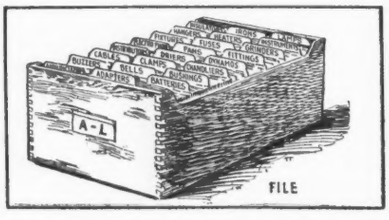
How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.







This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of ELECTRICAL MERCHANDISING. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Electric Heating Pad

From *Electrical Merchandising*, July, 1921

A new heating pad, said "to embody different features from other similar devices now on the market," is manufactured by the Vitonet Corporation, 143 Liberty St., New York City. The heating element consists of very fine wire of special alloy, wound spirally with asbestos, there being four feet of wire to each lineal foot. It is pliable, serviceable and cannot be kinked. The wire is woven into the pad by special looms, thus adding to its durability. In size it is 12 in. x 20 in., making it large enough to fully cover the entire spine or go around a limb. Weight of pad is eight ounces. It is equipped with a platinum pointed thermostat, and the low temperature when applied externally is 120 deg. and when used under bed clothes the maximum is 165 deg. The heating element covers the entire surface of the pad so that the corners are as warm as the center. The pad is covered with eiderdown cloth and equipped with a C-H 70-50 on and off switch.

Electric Stove

From *Electrical Merchandising*, July, 1921

The "kookerette," a small portable, electric stove for broiling or baking and which can be operated on the dining room table, has been placed on the market by the Faraday Company, New Haven, Conn. It is stated that "one can boil or fry on the top grill, while broiling steaks, chops or other meats below, by means of a specially designed swinging shelf which permits the turning over of meat without handling the hot cooking utensils."

For baking the portable ovenette which is 10¾ in. long by 8½ in. high and 8 in. wide, is placed on top of the heating element. It has two shelves which permits of cooking meats, fowl or fish, etc., or the baking of cake and bread in good sized loaves at the same time. The stove may also serve the purpose of an electric heater if so desired.

Electric Perfume Burner

From *Electrical Merchandising*, July, 1921

An electric perfume burner which does its work by evaporation and which may or may not serve as the base for a lamp, is being marketed by Emil Herbeck, Hotel Alcazar, 43 West Thirty-second Street, New York City.

The perfume receptacle is made of translucent, tinted china, in many fancy shapes, such as vases, jars, figures, elephants, grotesque Chinese dogs, pagodas, and so on. In a lid which screws onto the receptacle, is a small lamp, which hangs down into the base. In the china sides of the bowl are small holes. The base is filled with water nearly reaching these holes, a few drops of the desired perfume are added, the lid is then screwed on, and the plug connected with a socket. The light shines through the china, and as the water heats evaporation begins and the perfume fills the air.

Boudoir Lamp

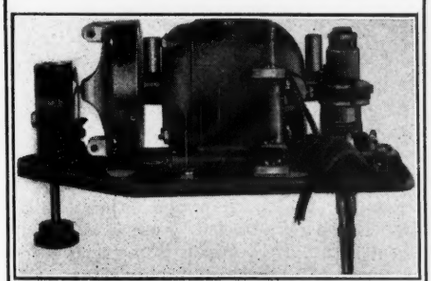
From *Electrical Merchandising*, July, 1921

Lyons & Jourdan, 88 Park Place, announce an "exclusive line" of imported boudoir and table lamps. They are made entirely of glass and are decorated in six different designs of hand painting. The lamps are made in Bohemia, and experts do the coloring. The glass top or shade fits into a lip on the holder which makes it dust proof on the inside, but which may be easily removed for cleaning. The outside is a smooth finish to eliminate collection of dust. Height of lamp is 11 in., and greatest diameter 5 in. The size makes them suitable for use in pairs when desired. There are no metal parts to tarnish as the base also is made of glass. Larger lamps, embodying the same features, which are suitable for other rooms of the home, may also be obtained.

A Motor for Phonographs

From *Electrical Merchandising*, July, 1921

The Efficiency Electric Corporation 342 Madison Avenue, New York City, has placed on the market what it calls the "Tru-Time" motor. It is stated by the company "that when the motor is set for the proper number of revolutions for the record, it is impossible for it to play

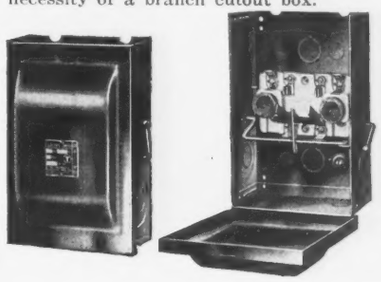


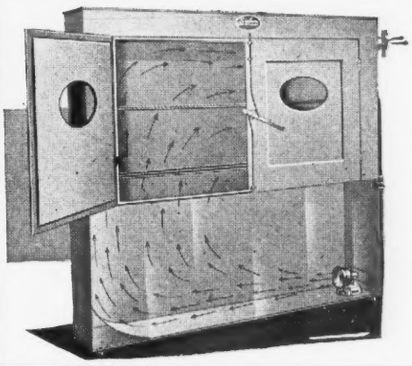
either slower or faster." The motor is of the Universal type and will operate on either alternating or direct current. There is no winding necessary and a patented, governing method assures a constant speed and perfect time and furthermore, adjusts itself to the rise and fall of the lighting circuit voltage should there be any.

Meter Service Switch

From *Electrical Merchandising*, July, 1921

The Trumbull Electric Manufacturing Company, Plainville, Conn., is putting out a line of meter service switches of a standardized type for entrance service through meters. This entrance service includes in one unit an externally operated switch, cutout and meter testing connections and encloses the meter terminal chamber and all conductors leading between the switch and meter. An end wall is fitted tightly over the terminal chamber of any type of meter used, thus giving a completely enclosed unit with full safety against tampering, theft of current or personal contact. The cover of box can be sealed with one seal which protects both meter, switch and main fuses. Porcelain distribution blocks accessible to the customer without opening the cabinet can be inserted in the side walls of box and sign receptacles can be placed in the lower end, affording a further saving in space and material by eliminating the necessity of a branch cutout box.

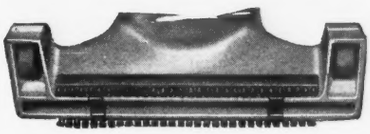




Electrically Heated Clothes Drier

From *Electrical Merchandising*, July, 1921

An electrically heated, hot air blast, clothes drier is the newest unit to be added to the "Sieben" line of laundry equipment produced by the Sieben Merchandising Company, Gumbel Building, Kansas City, Mo. The electrical heating unit used in the base of the drier is light and portable, and can consequently be carried to other rooms of the house for heating a bedroom or bathroom, or for drying hair. Or, by a turn of the switch, it may be converted into an electric fan.



Vacuum Cleaner with Floor Brush

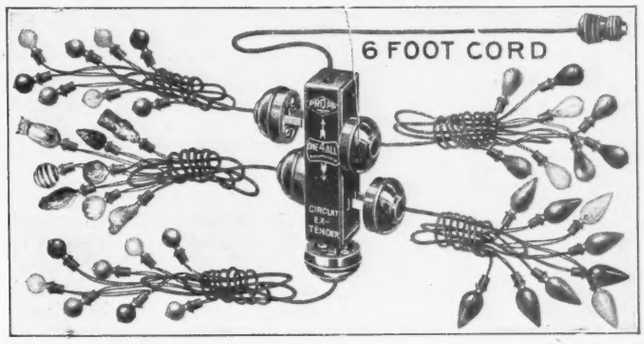
From *Electrical Merchandising*, July, 1921

The "Cadillac" model No. 90 vacuum cleaner manufactured by the Clements Manufacturing Company, 609 Fulton St., Chicago, Ill., is supplied with a detachable bristle floor brush. This brush fits over the nozzle, one row of tufted bristles directly in front, the other directly back of the nozzle opening. Its purpose is to remove lint, hair, thread, etc., which becomes entangled in the nap, without hindering the operation or efficiency of the cleaner. It will also straighten the nap. A $\frac{1}{8}$ hp. motor, operating an eight blade aluminum fan, does the work.

A Circuit Extender for Tree Outfits

From *Electrical Merchandising*, July, 1921

In order that Christmas tree outfits can be "built up" M. Proff Company, 524 Broadway, New York City, are putting on the market a circuit extender. Tree sets can be built up from forty to forty-five lights from any type festoons. A combination from one to five, eight or nine light sets can be attached. Outfits with various styles of lamps can be made into one set and any standard make cap, of any two piece attachment plug will fit into the device.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Electric Show for Milwaukee Contractor-Dealers Oct. 24 to 30

The Milwaukee District of the Wisconsin State Association of Electrical Contractors and Dealers plan to hold an electric show in the Auditorium at Milwaukee during the week of October 24 to 30. Besides 150 exhibit booths, which will measure approximately 12 ft. square, there will be an "Electric Bungalow," measuring 30 ft. x 60 ft., which will be furnished complete as a model electrical home, showing all electrical conveniences, outlets, etc. Besides the latest in lighting effects there will be installed an electric grill which can be utilized by the demonstrators, salesmen and those attending the show. Paul C. Burrill of 142 Second Street, Milwaukee, is chairman of the show committee.

The McCleary-Harmon Company, electrical contractors of Detroit, Mich., announces the removal of its offices from 423 Stevens Building to 2,470 Grand River Avenue, West, between Henry and Third Streets. Earnest McCleary, the nationally known electrical contractor, is a member of the company.

C. B. and J. Warner, who are engaged in the lighting fixture business in New York City, have moved from West Twenty-third Street to Thirty-sixth Street and Seventh Avenue.

The Aulls Electric Corporation is a new $10,000 business organized by F. R. Aulls and others. The company announces it is in the market for wire and other supplies in connection with a hydro-electric system.

The Virazono Company, Detroit, Mich., manufacturers of the Virazono violet-ray instrument, has been taken over by the Renulife Electric Company, also of Detroit, Mich. The latter company has developed an extensive business in the manufacture and sale of a line of violet-ray instruments under the name of Renulife. The Virazono will be manufactured by its new owners and added to their line, making the line consist of seven different models. The Renulife Company reports an increasing interest among electrical appliance dealers in the violet-ray apparatus. The company's May business was the largest in its history.

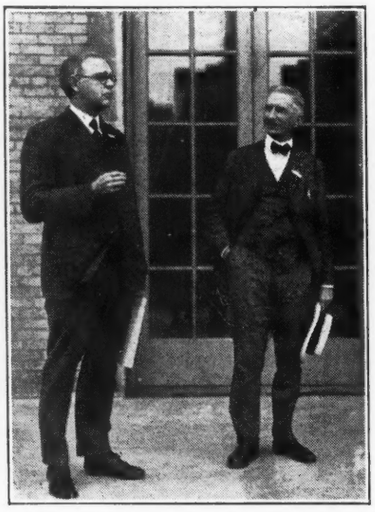
The Wood & Lane Company, which is the St. Louis representative of the Triumph Electric Company, Cincinnati, manufacturers of motors and generators, is now located at 1016 Market Street, St. Louis, having moved from 915 Olive Street, its former address. The company has large warehouse facilities at this new location.

The Polly Manufacturing Company, Milwaukee, Wis., has issued a forty-eight-page catalog, illustrating residence lighting fixtures. Many unusual designs are shown effectively.

The Friedley-Voshardt Company, 733 South Halsted Street, Chicago, has issued a new catalog illustrating its full line of stamped brass fixture parts, semi-indirect lighting rings, lanterns and indirect lighting bowls.

The Peerless Light Company of Chicago announces the removal of its New York office to more commodious quarters at 537 Broadway, New York City.

The E. J. Gordon Electrical Construction Company of Cleveland has been incorporated with a capital stock of $10,000 to engage in a general electrical constructing business and to manufacture and assemble electrical appliances and devices. The incorporators are: John T. Kimmel, Felix N. Feil, Albert J. Stocker, Max W. Weil and Fred Grabein.



When somebody asks if its going to rain, L. R. Nash of Stone & Webster takes a look over to the Northwest. The mark of the hydro power man is upon S. W. Wilcox, however. The genial sales manager of the Mississippi River Power Co. of Keokuk has depended on rainfall so long for his kva's that he can prognosticate without even looking.

The Triumph Electric Company of Cincinnati, Ohio, manufacturers of 40-deg. Triumph A. C. and D. C. motors and generators, have moved their Chicago office into more spacious quarters at 2814-16 Wentworth Avenue. The old office at 628 West Lake Street was fast becoming inadequate for the rapidly expanding business in this territory under the direction of Manager W. R. Bonham. The company's New York office, of which T. W. Kloman is manager, has been moved from 80 Courtlandt Street to the Knickerbocker Building, at 42d Street and Broadway, New York City.

A. E. Brandon, for several years engaged in sales promotion work for the Johns-Manville Company, is now with the Bleadon-Dun Company of Chicago, as sales manager. Mr. Brandon's extensive experience in sales work has particularly adapted him to carry on the sales extension work of the Bleadon-Dun Company. He will make frequent trips into various territories to co-operate with electrical jobbers.

Electrical Exposition at Tulsa, Okla., in October

Tulsa is making extensive preparations for electrical exposition to be staged there October 17 to 22. Electrical dealers of Tulsa declare that more than 150 novel electrical displays will be made. These will include a reproduction of Niagara Falls, a California bungalow completely equipped with all electrical devices for the home, and a demonstration of milking cows by electricity. The Public Service Company of Oklahoma and the Sand Springs Light and Power Company have made arrangements for leading displays at the exposition. The exposition is now being widely advertised throughout the Southwest, and the outlook for a successful exposition is full of promise.

H. G. Thompson has been appointed sales manager of the American Radio and Research Corporation, Medford Hillside, Mass. Mr. Thompson was formerly general sales manager and vice-president of the Edison Storage Battery Company. **H. W. Stortz,** formerly with the Transportation Engineering Corporation of New York and the Edison Storage Battery Co. of Orange, N. J., is now New York district manager for the American Radio and Research Corporation, in charge of Twin-R Motor and Amrad Radio Sales. He is located at 21 Park Row, New York City. The Chicago representative of the corporation, **Frank J. Foley,** formerly with the Westinghouse Electric and Manufacturing Company and the Edison Storage Battery Company, is located at 608 South Dearborn Street, Chicago, Ill.

The Olson-Boettger Electric Company is the name under which the Olson-Boettger Electric Manufacturing Company of St. Paul, Minn., announces its entrance into the electrical jobbing field. The reorganized company will handle this business from its modern five-story building at 108 East Third Street, while the old location at 413 North Franklin Street will be used by the company for a first-class and up-to-date repair shop for the rebuilding of motors and generators. The company intends to travel seven men, who will cover Minnesota, North Dakota, South Dakota, part of Iowa and Wisconsin. In reorganizing, the capital stock was increased from $75,000 to $250,000. H. S. Olsen is president and treasurer, J. O. Nelson is secretary, and R. P. Young is vice-president and manager.

The N. Hirschfeld Electrical Supply Company, Inc., of New York City, announces the opening of its main store and warehouse at 78 Warren Street. The new location provides excellent facilities for handling larger quantities of stock, larger selling force and service department, and will tend to improve the service in general.

New Retail Electrical Stores

The New Jersey Electric Supply Corporation is a new retail concern recently incorporated with a capital stock of $50,000. The shop is located at Atlantic Highlands, N. J., and the organizers of the company are William J. Jennings, Arthur Naylor, Jr., and Irving Rossheim.

Charles A. Wipf is successfully handling a retail business in the Royal Theater Building, Fifth and Delaware Streets, New Castle, Del.

The Weckermeyer Electric Company is a new East St. Louis (Ill.) concern, with headquarters at 626 Missouri Avenue.

The Utility Appliance Sales Company of Newark, N. J., is the name of a new retail electrical business recently established by J. Eugene Nestor, formerly with the Westinghouse Lamp Company at Bloomfield, N. J. Mr. Nestor's sales method is a novel departure from the regulation retail business, inasmuch as he has an approach to the entire northern New Jersey territory, which is reached by a staff of house-to-house salesmen. The offices of the company are located at 843-845 Broad Street, Newark, N. J.

James Lyons is engaged in a new retail business in the Keeler Building, Water Street, Milan, Ill.

Herman Scharrer of Boonville, Ind., has opened a retail electrical shop in that town, carrying a stock worth approximately $10,000.

Burch & Moore have opened a retail electrical shop at La Porte, Ind., carrying a line of phonographs and electrical supplies.

Musser & McCasson are the proprietors of a new retail business recently established at Auburn, Ind.

Fred C. Bacon is successfully handling a retail electrical business at 113 North Chestnut Street, Seymour, Ind.

The S. & A. Electric Company of Michigan City, Ind., has recently been incorporated with a capital stock of $5,000 by W. H. Sassadeck and others.

Hollister & Schreffler are conducting a new retail business at Hobart, Ind.

John Koppen is handling a business in the retail end of the industry at La Porte, Ind.

Everitt Wells is another Indiana dealer. His shop is located at New Washington.

The Dreyfuss Sales Corporation announces the opening of a new retail store at 179 Greenwich Street, New York City.

The Electric Equipment Company of 22 West Fifth Street, is a retail shop recently opened at Tulsa, Okla.

The Boldin Carson Electric Company is welcomed into the retail field. The new shop is located at 328 North Main Street, Decatur, Ill.

The Milo Fogil Electric Shop is the name of a retail business opened at Claremore, Okla.

The Electric Company of McAlester has been incorporated with a capital stock of $5,000 at McAlester, Okla. The organizers of the new company are Paul H. Jones and others.

R. L. Gourlie is a new dealer of Silverton, Ore.

The Young Electric Company is handling a new retail business at Wilsonville, Ore.

Hennequin Brothers, electrical contractor-dealers of Torrington, Conn., have recently opened a branch at Winsted, Conn.

If, on your next trip through Minnesota, the Dakotas and Nebraska, it strikes you that the Axminsters and Brussels look particularly dirtless, remember that picture you saw in your favorite magazine of the electrical trade. It included, you will remember, Albert G. Bowman, Torrington vacuum-cleaner district manager, and five of the sort of salesmen you like to invite right in!

W. H. Brooks is a new dealer whose shop is located at 427 South Tenth Street, Quincy, Ill.

The Public Service Company, a new retail business located at Salem, Ind., is under the management of Mason Martin.

Joseph Noppert is a newcomer in the retail field. His shop is located at Lawrenceburg, Ind.

The Central Electric Company, of which Messrs. Wright and Kilnowitz are the proprietors, has opened a store at 1402 Franklin Street, Michigan City, Ind.

McKinley & Brodie are successors to the Heien Electric Shop at Sullivan, Ind.

The Luxham Electrical Supply Company, a branch of the Fort Wayne Oil & Supply Company, has opened a new shop at Fort Wayne, Ind.

Johnson & Nisvig have entered the retail end of the industry at Warren, Minn.

The Central Electric Company is a new retail organization owned and conducted by Messrs. Gordon and Johnson at 115 West College Street, Albert Lea, Minn.

The Hallock Electric Store is a new representative of the retail field at Hallock, Minn.

The Jones Electrical Company is a new venture in the retail electrical field, whose headquarters are located at Hattiesburg, Miss.

The Sikeston Electrical Supply & Equipment Company is a new retail concern located in the Bone Brothers Building, 230 West Malone Street, Sikeston, Mo.

The Wood Electric Company is the name of a new retail business whose address is 3522 Marnell Street, Kansas City, Mo.

The International Electric Company is another newcomer in the Kansas City (Mo.) retail field. The company is located at 1418 McGee Street.

Darr Griffin is successfully engaged in a new retail business at Garrettsville, Ohio.

Gossard Brothers are welcomed into the ranks of the contractor-dealers of Ohio. Their shop is located at Lodi.

The Gainaday Electric Company has opened a new retail shop at 302 Chestnut Street, Harrisburg, Pa.

The Home Electric Appliance Company, which is engaged in the retail business at 411 East Ohio Street, Pittsburgh, Pa., has opened a new retail shop at Curwensville, Pa.

The Keps Electrical Supply Company has recently been incorporated with a capital stock of $25,000 to carry on a retail electrical business at Pittsburgh, Pa. The organizers are Monroe W. Petre, 50 Carnegie Avenue, Mount Lebanon, Pittsburgh, and others.

The Steele Electric Company is successfully handling a new retail business at Brookville, Pa.

The Jones Brothers Electric Company is welcomed into the retail end of the industry. The shop is located at 5641 Rural Street, East Liberty, Pa.

The Coraopolis Electric Company is owned and conducted by Foley & Neison at 510 Mill Street, Coraopolis, Pa.

The Electric Store, another newcomer in the retail field, is located at Meyersdale, Pa.

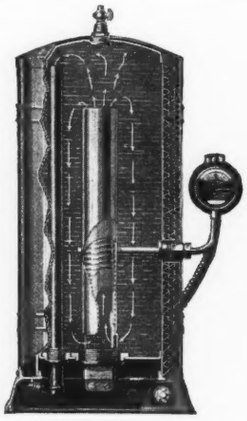
Albert Wutrick is a newcomer to the retail electrical field. His shop is located at West Bend, Iowa.

(Continued on page 58)

Electric Water Heater

From *Electrical Merchandising*, July, 1921

Two improved models of the "Sepco" automatic electric "water heater," both rated at three gallons capacity, have just been put on the market by the Automatic Electric Heater Company of Warren, Pa. These heaters are designed for use in offices, stores, rest rooms, barber shops, doctors' offices, any place wherever a moderate quantity of hot water is needed. Larger heaters of 8-20 and 40 gal. capacity are obtainable. The 600-watt unit which may be attached to any lamp socket will heat the water from 60 deg. to 140 deg. in one hour. The 1,000-watt unit for which a special circuit is necessary will do the same work in thirty-five minutes. The improvements referred to are in the heating element which allows the water to circulate and thus maintain an even temperature from top to bottom. A new "hot water seal" minimizes radiation losses via the outlet pipe.



An Insulating Varnish

From *Electrical Merchandising*, July, 1921

A general utility insulating varnish known as Inco Insulite No. 16 has recently been placed on the open market by the International Paint Corporation of St. Louis, Mo. The manufacturer's description follows: It is an 'all round' product that will efficiently care for a majority of all the insulating varnish requirements in the manufacture and repair of electrical equipment and apparatus. It may be either air-dried or baked. After baking it produces a hard, semi-flexible, jet black, lustrous coat, possessing a high dielectric strength and electrical resistance, excellent binding and cementing qualities, and is practically moisture, acid and alkaline proof. It may also be used, air-dried, on iron and steel to prevent rust. On moldings, meter boards, battery boxes, wood, brick and concrete surfaces, indoors and out as a water-proofing material."

Blow-Torch

From *Electrical Merchandising*, July, 1921

The Howco Service Company, 497 Markinson Avenue, East, Columbus, Ohio, has recently placed on the market a new blow-torch. Through the combination of gases derived from alcohol and gasoline, a long pointed intensely hot flame is produced, much more so than if either was used singly. It is stated that from 1,200 to 1,600 deg. of heat has been obtained with this torch, depending on the class of fuel used, and that it will do all classes of soldering, light brazing and melting of refractory metals. However, it was originally designed as a soldering torch which would be free from premature explosions, as it will operate without excess fuel in the two containers. To operate one applies a match to the burner and blows through the tube attached to saturator compartment. Any kind of fuel may be used, either singly, that is, one fuel in both compartments or in couples; gasoline, naphtha, benzine, petrol, kerosene, wood alcohol and others. A spoonful of fuel will last about six hours.

An Electric Lantern

From *Electrical Merchandising*, July, 1921

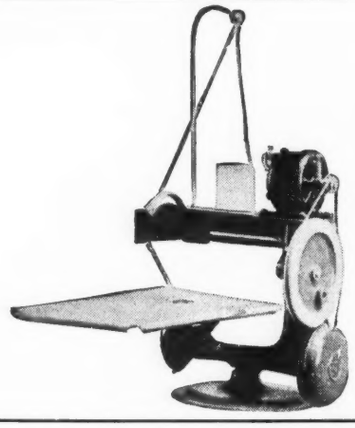
The Friendly-Voshardt Company, 733-37 South Halsted Street, Chicago, Ill., is manufacturing a new "lantern type" of fixture suitable for halls and porches.

The canopy and lantern are made of sheet copper and furnished with either amber or cathedral glass. Length of the fixture overall is 36 in. and the lantern only, measures 12¼ in. high by 5 in. wide.

Parcel Tying Machine

From *Electrical Merchandising*, July, 1921

An electrically operated machine for tieing parcels is manufactured by the National Bundle Tyer Company, Blissfield, Mich. It is very compact, about the size of an ordinary counter scale and occupies about the same space. The article to be tied is passed over a recoil trip, which connects the machine for one operation and then throws it out for the next article. A box or parcel which does not exceed 5¼ in. high (it does not matter about the length or width) can be instantly tied with this machine. It ties only one way at a time, but if two ways are desired the parcel may be passed through again. It makes a firm neat knot, and the saving in twine in the course of a year is said to be considerable. It is easily operated, and the parts being of metal there is little to get out of order. A small electric motor furnishes the power.



Automatic Growler for Testing Armature and Field Coils

From *Electrical Merchandising*, July, 1921

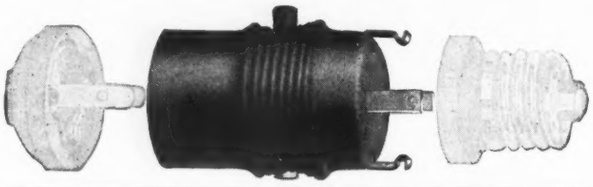
An automatic growler has been placed on the market by the Quality Electrical Products Company, 907 East Fifteenth Street, Kansas City, Mo. An automatic switch opens the alternating-current circuit when the growler is not in use, thus removing a source of fire hazard and effecting a saving of current. An adjustable shunt-bar is used for varying the reluctance of the magnetic circuit. The use of this bar, together with a switch for changing winding connections from series to parallel, makes the device available either for testing motor armatures and series field coils or for generator armatures and shunt field coils.

A specially designed testing "bug" is a part of the growler equipment. This consists of an aluminum shell in which is fitted loosely a piece of flat steel. When passed over the armature under test the steel will vibrate and act as a buzzer, thus instantly indicating the presence of any current which may be flowing in the coil.

Coupling Switch

From *Electrical Merchandising*, July, 1921

The Beaver Machine and Tool Company, Newark, N. J., manufacture a coupling switch which enables one to connect any standard attachment plug into a switch, without the use of a tool or any additional wiring at a moment's notice. This device, which contains a make and break contact or switch, takes the place of the cap of an attachment plug. In this way both the light and an iron, or other electrical appliance, can be used at the same time from the same socket, providing the socket is equipped for an attachment plug. Further either one could be used independently of the other.



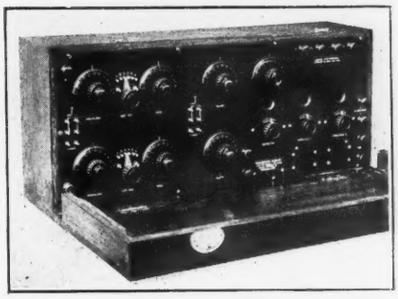
What's new on the market? These pages will tell you.

Radio Telephone and Double Tuning Regenerative Receiver

From *Electrical Merchandising*, July, 1921

A compact portable receiving equipment has recently been put on the market by the Clapp-Eastham Company, Cambridge. Mass., comprising two complete units for tuning, with change-over switches on the front of the panel. Thus the first set of tuning elements is adjusted to one transmitter and the second set of tuning elements is adjusted to the other, the change-over, or duplicate tuning, being accomplished by simply throwing the two switches shown on the front of the panel. A detector tube control and two stages of low-frequency amplification are mounted on the panel. A variable condenser is connected between the plate of the detector tube and the negative terminal of its B battery, which materially aids in close adjustment on weak signals.

The set measures 26¾ x 11½ x 10⅝ in., the bakelite panel being set in a polished oak cabinet of ⅞-in. stock, with hinged cover, two locks and a substantial handle. The wave length range of this set is from 175 meters to 625 meters, making it especially adapted for receiving wireless telephone music and conversation.

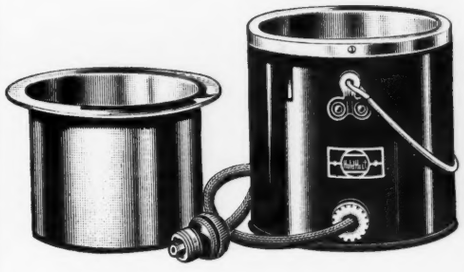


Power Wringer

From *Electrical Merchandising*, July, 1921

The American Wringer Company, 99 Chambers Street, New York City, has just perfected a new type of power wringer which is a combination of metal and wood frame type embracing a number of important changes.

The Hercules Power Wringer as it is called is compact in size. The majority of metal parts are of steel instead of iron, thus insuring greater accuracy in fitting the various parts together and also for the constant releasing of the entire pressure mechanism necessary in emergency cases. The metal waterboard which insures satisfactory draining is a new departure. The rolls are built to withstand the unusual test and wring the clothes dry with the proper amount of pressure applied through a new self locking pressure screw. The wringer is designed for electric driven power washing machines.



Electric Glue Pots

From *Electrical Merchandising*, July, 1921

The Russell Electric Company, 140 West Austin Avenue, Chicago, Ill., is manufacturing its "Hold Heet" glue pots with a thermostat control. This device makes the pot economical in current consumption. It automatically regulates the heat so that the glue can be kept at a proper working temperature and it is impossible to overheat, which would spoil the glue. All the operating mechanism consisting of the heating element, thermostat and condenser are enclosed in the bottom of the pot, where it is impossible for them to come in contact with any glue and interfere with their operation. The outside is made of iron which will stand handling. The inner pot is of copper and may be removed for cleaning.

Soldering Fluid

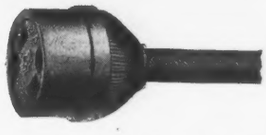
From *Electrical Merchandising*, July, 1921

The Senga Chemical Company, 359 Pine Street Province, R. I., manufacture a soldering fluid which they claim is "faster than acid, better than rosin." It is sold in concentrated form to be diluted with, from two to four parts of water. It is further claimed to be "absolutely non-injurious to the skin, being originally formulated for that reason. There are no acid fumes and it does not fit the soldering iron. A flux free from acid, economical and rapid flowing, manufactured especially for tin, brass and copper workers. It remains in ideal condition in hot or cold weather, a labor saving flux making a perfect electrical bond and a clean joint."

A New Support Plug

From *Electrical Merchandising*, July, 1921

For protection of walls and for the purpose of securing a firm foundation, into which a nail or screw may be driven, a fibre plug of various sizes has been placed on the market by the Rawlplug Company 461 Eighth Avenue, New York City. A hole is drilled and the proper size of plug inserted. When the support is forced into the plug the fiber expands completely filling all irregular or empty space so that the plug becomes part of the foundation or wall. It may be used in stone, brick, concrete, tile, wood, plaster, in fact any substance in which a hole can be drilled. Vibration is entirely eliminated; thus the foundation cannot crumble or loosen. It is said to withstand a very powerful "test-pull."



Cord Connector and Motor-Attachment Plug

From *Electrical Merchandising*, July, 1921

A small cord connector, No. 7850, has been designed by the Cutler-Hammer Manufacturing Company, Milwaukee, Wis., for use with drink mixers, portable electric heaters, washing and ironing machines, hair clippers, and other electric appliances, which demand a neat cord connector of small size and adequate capacity. It has the National Electrical Code rating of 10 amp., 250 volts.

The connector measures one inch in diameter and two inches long. The removable cap is made of molded Thermoplax insulation to which are riveted two parallel contact blades by means of two threaded brass inserts molded into the cap. A motor atachment plug of a similar type, known as No. 7855, and having the same current and voltage rating, is also made. The base and body both have a diameter of one inch. It is especially for use with small motor operated utility devices in the home, office and restaurant.

Radio Batteries

From *Electrical Merchandising*, July, 1921

The Peerless Light Company, Chicago, Ill., are manufacturing a line of batteries for wireless work, known as Radio "B" Batteries, suitable for amplifiers, small transmitting tubes and other radio apparatus. A stated voltage, or a range, may be obtained, depending on the style of battery and its construction. Sizes run from 2½x2x3⅜ in. to 6½x4x6 in. and from 22½ to 45 volts.

Heavy Duty Cord

From *Electrical Merchandising*, July, 1921

A heavy duty service cable called "super-service cord" is manufactured by the Rome Wire Company, Rome, N. Y. It is specially designed for very rough work, inside and out, where the ordinary flexible cord would not stand up. It will not kink or curl, but lies flat on the ground, and can be run through water or oil puddles without harm. It can be pulled or bent sharply or dragged over rough surfaces without harm to the outer wall or damage to the conductors. The process of manufacture is the same as that for cord tires, the tire tread rubber compound is vulcanized under heavy compression.

File these items on 3 x 5 in. cards every month, to keep your stock index up to date.

New Retail Electrical Stores

(Continued from page 55)

The Merkel Stockman Company is a new retail venture recently organized at Marshfield, Wis.

The Badger Electric Company is a new Blanchardville, Wis., retail business owned and conducted by Messrs. Pope and Richardson.

The Prescott Electric Company is handling a retail business at Prescott, Wis. George Adam and Al Scheiderbair are the proprietors of the new shop.

A. P. Rasmussen is welcomed into the ranks of the Wisconsin contractor-dealers. His shop is located at Merrill.

O. L. Moulton is a new representative of the retail electrical industry in the West. His shop is located at 1814 Carey Avenue, Cheyenne, Wyo.

Bowers & Bartlett have opened an electric shop in the Capitol City. Eheir address is 720 Twelfth Street, N. W., Washington, D. C.

George W. Malin and Howard Lesser have opened an electrical contracting business and repair shop at 139 Main Street, Ridgway, Pa. The motto of the new organization is "Anything Electrical."

The Hughes-Peters Electric Company of Columbus, Ohio, owing to its steady growth, has been obliged to enlarge its present quarters at the northeast corner of Long and Fourth Streets. The storeroom immediately to the east of its present location has been secured, which, when remodeled, will more than double the floor space. The new portion will be used for the display of washing machines, percolators, ironers and other appliances.

D. W. Ward has established himself in a new retail business at 591 Madison Avenue, Memphis, Tenn.

The Ever-Ready Electric Company is a new retail business recently opened at Cameron, Tex., by W. A. Copus.

Fred A. Owen is engaged in a new retail venture in the Caudle Building, Lubbock, Tex.

Jack Wilson and Clifford Chandler have opened a new retail shop on West Virginia Street, McKinney, Tex.

Robert Sewell is a newcomer in the retail electrical industry. His shop is located at Waxahachie, Tex.

The Household Electric Company is welcomed into the retail end of the industry at Fort Worth, Tex. The business is located at 904 Houston Street.

Day & Daniel have joined the ranks of the Tennessee contractor-dealers by opening a retail shop at Tullahoma.

Leo B. Dunn is a welcome addition to the Vermont retail electrical industry. The shop is located at Brandon.

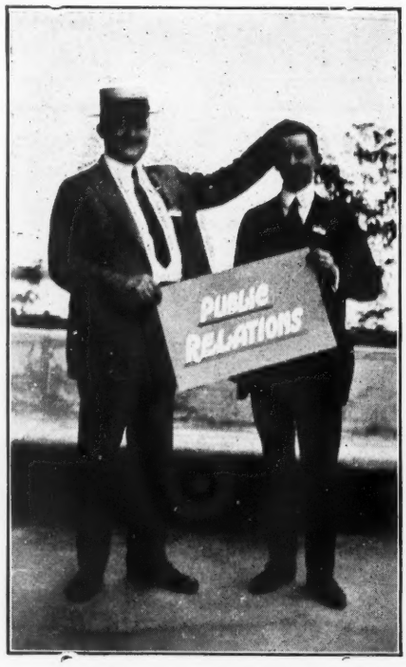
The Sumner Electric Company is engaged in a retail electrical business in the town after which it is named, Sumner, Wash.

H. G. Dudgeon of Glen Ullin, N. D., has added a line of electrical supplies to his hardware business.

R. L. Davis has opened a new retail shop at 40 Eleventh Street, Wheeling, W Va.

Jess Bogart is concerned in handling a new retail electrical business at Lake Geneva, Wis.

The J. B. Cudlip Company, which is engaged in a tire and auto accessory business at Oshkosh, Wis., has opened a retail shop at Washington and State Streets, in the above town.



The Comedy Pair — two electric-heating units who warmed hands and hearts amid the cold marble corridors of the Drake Hotel during the N. E. L. A. convention at Chicago.—Jack Roche, the pioneer electric-cooking load-builder of Billings, Mont., and Johnny Killeen of the electric-heating department of the General Electric Company.

F. L. Van Slyke is conducting a new retail business at Puyallup, Wash.

The Motor Maintenance & Wiring Company is successfully handling a new retail shop at Fort Atkinson, Wis.

The Good Housekeeping Shop is a new retail business recently opened at 136 Franklin Street, Rochester, N. Y., of which L. A. Yetter is manager. The new company carries a full line of household electrical appliances and is distributor for the "1900" washer and ironer.

The Abbott-McIntyre Company has recently been chartered to operate a retail electrical store at 52 West Gay Street, Columbus, Ohio.

A. Shemel & Company, Inc., of 60 East 116th Street, New York City, announces that it will add a line of brass goods and glassware lighting fixtures to its retail business.

The Penn Electric & Gas Company is a new concern handling lighting fixtures and supplies at 911½ Ninth Street, N. W., Washington, D. C.

The Clark-Craven Electric Company is another Washington (D. C.) contractor-dealer business recently opened at 1221-1225 Wisconsin Avenue, N. W.

F. C. Sherman is interested in a new retail shop he has recently opened at Corning, Cal.

The City Electric & Fixture Company, under the management of G. C. Burke, has recently opened an electrical fixture and appliance business at 218 James Street, Seattle, Wash. The new firm is an authorized agent of the Westinghouse Electric & Manufacturing Company.

Ambrose O'Neill has opened a new electrical shop at 438 Madison Avenue, Albany, N. Y.

James T. Madigan is proprietor of a new motor and repair shop at 1110 Madison Avenue, Albany, N. Y.

H. F. Wells recently opened a new electrical store at 56 Second Avenue, Albany, N. Y.

The Waage Electric Company, manufacturer of electric heating devices, 12-14 South Jefferson Street, Chicago, has issued a new folder and price list effective July 15.

The Blue Bird Electric Shop, recently opened at La Porte, Ind., is a new branch of the Electrical Equipment Company of South Bend, Ind.

The H. M. & H. Electric Company has bought out the electric department of the Wabash Water & Light Company and is now successfully conducting a retail electrical business at Wabash, Ind.

The Baypoint Electric Works is a new electrical appliance concern, owned and conducted by L. Powell at 225 Main Street, Baypoint, Cal.

New Gainaday Electric Stores

The Gainaday Electric Company of Pittsburgh, Pa., on account of its unusual amount of business, has found it necessary to add two additional showrooms to its present showroom. H. R. Hamilton, manager of the store, has been a material factor in bringing this unusual condition about.

Gerrard and Dickerson, men formerly located at Akron, have opened a new store in Spokane, Wash., under the title of Gainaday Electric Company.

A Gainaday Electric store has been opened in Washington, D. C., and is being operated by the **Mueller-Belt Electric Company** as agents for the Gainaday products.

Gainaday Electric Company franchises have been tendered to various dealers throughout the country, and the following stores are now being operated under the Gainaday Electric Company by **Lacey-Miller Company** of Logansport, Peru and Tipton, Ind.; **Smith Electric Company**, Muncie, Ind. These stores are being operated under the name of Gainaday Electric Company as agents for the Gainaday products.